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Setting the industry ablaze!
IN THE SPOTLIGHT

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REGIONAL ROUND UP

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JUNE 2025 www.tsebo.com





The 2025 edition of Tsebo Catering Solutions' Festival of Fusion and Flavour once again proved why it is the most anticipated showcase in South Africa's food services sector.

With over 1,000 attendees across four provinces, this year's roadshow ignited conversations around innovation, sustainability, and the vibrant heritage that shapes our culinary identity. Now in its fourth year, the festival kicked off in KwaZulu-Natal on 13 February, journeyed through Gqeberha on 27 February, brought energy to Cape Town on 3 April, and closed with flair in Johannesburg on 10 April.

## Bigger, bolder, and more impactful!

This year's roadshow drew unprecedented interest across all regions. With 199 valued suppliers, 726 dedicated Tsebo employees, and 291 clients and partners in attendance, the festival's growth signals more than just popularity—it reflects the strength of a purposedriven community that thrives on collaboration. This year's theme, Heritage on Fire, celebrated the flavours, stories, and entrepreneurial spirit that power South Africa's food culture. Each city's event buzzed with interactive supplier stands, modern takes on traditional cuisine, eco-conscious innovations, and opportunities to connect meaningfully across the value chain. Guests left not only with samples in their drawstring bags, but with fresh perspectives on what the future of catering could taste like.





## A stage for

Beyond the tastings, demos, and supplier showcases, the festival pulsed with a deeper message: we are stronger when we grow together. Tsebo's partners echoed this

- "Tsebo's bold net-zero vision aligns perfectly with our mission to create compostable packaging that returns to the earth," shared Catherine Salt of GREEN HOME.
- "This festival is where experience, taste and innovation meet. It's about more than what's in the cup—it's about the story behind it," added Paul Proctor-Parker from The Beverage Guru.
- "We're not just here to exhibit—we're part of something purposeful," said Makoena Mathetsha, Director at On The Run Marketing.

#### A taste of what's next

As the final event wrapped up in Johannesburg, the air was charged with anticipation. One of the festival's biggest highlights was the launch of an exciting new culinary initiative: the Tsebo Top Chef Competition. What began as a call to celebrate sustainable, kasi-inspired cooking turned into a story of talent, transformation, and triumph. Turn the page to meet our finalists, experience the heat of the competition, and celebrate the crowning of Tsebo's first Top Chef.

# Top Chef 2025: where Kasi roots ignite national pride

The launch of the Tsebo Top Chef Competition 2025 marked a bold new chapter in our culinary journey—one where homegrown talent, local pride, and sustainability shared the spotlight. With the theme, Creating Food from Your Kasi with Zero Waste, the competition invited unit-level cooks and chefs from across South Africa to enter dishes that reflected both their roots and their responsibility to the planet. The response? Phenomenal!

## From recipe to recognition

To enter, contestants submitted a dish inspired by their hometown, a detailed costing, and a high-quality image of their plated masterpiece. From dozens of entries, eight finalists were selected from each region for a series of adrenaline-fuelled cook-offs.

## Turning up the heat: regional highlights

Each region brought its own flavour—and fire.

 Western Cape – 19 March, Huis Neethling, Stellenbosch

Dyllin Titus, Ikraam Hendricks, James Chirwa, and Hineley du Plessis brought flair and finesse to the winelands stage.

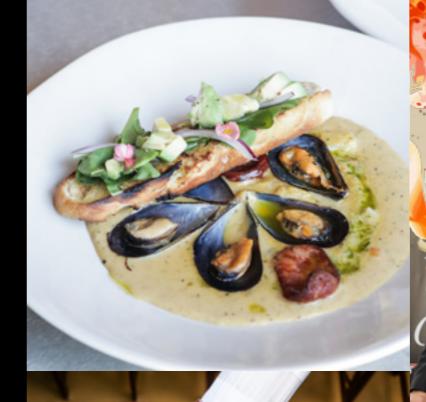
Gauteng – 20 March, HTA Chef School, Randburg

A dynamic lineup featuring Nathi Mcambi, Tshidi Matlaung, Sobahle Kepiyane, and Benjamin Swanepoel plated bold, confident cuisine.

 KwaZulu-Natal – 27 March, Unilever Head Office, Umhlanga

This round delivered both flavour and fire, with Wandile Ndzala, Thandeka Mazibuko, and Kirk McAllister delivering plates that echoed tradition and innovation.

Each regional round was more than a competition; it was a celebration of creativity, resilience, and unity in the kitchen







The journey reached its peak at the Top Chef National Finals, held on 10 April at the Accolades Conference Venue in Johannesburg. With R35,000 in prizes on the line and their reputations on the plate, finalists cooked with unmatched focus and heart.

After a high-stakes showdown, Chef Kirk McAllister from KwaZulu-Natal was crowned the first-ever Tsebo Top Chef. His winning dish—rooted in his upbringing, elevated with technique, and committed to zero-waste principles—stood out for its clarity, balance, and soul. Kirk's triumph was not just about a plate of food; it was about perseverance, preparation, and the pride of representing something bigger.

#### More than a title

While Kirk earned the crown, every finalist left an impression. They are not just chefs. They are storytellers, leaders, and pioneers—ambassadors for a future of food that honours both heritage and sustainability.











# WHEEL OF WELLBEING WEEK

Nourishing body, mind and planet, one bite at a time

At Tsebo Catering, we know that food does more than fill plates, it fuels purpose, uplifts people, and sustains the planet. That is why we proudly launched Wheel of Wellbeing Week, a dynamic five-day initiative designed to spark healthier habits and deepen awareness around what—and how—we eat. Grounded in a globally recognised model, the Wheel of Wellbeing (WoW) is a holistic framework promoting wellness through six interconnected dimensions: Body, Mind, Spirit, People, Place and Planet. By linking each element to themed menus, daily tips, and superfood-powered recipes, our culinary and nutrition teams created an immersive and educational experience across our healthcare and corporate sites.



#### ANNELIZE ZEELIE

Tsebo Catering Solutions Registered Dietitian RD (SA)

#### Monday

#### Body - be active

#### **Fuel your movement**

The week kicked off with energising menus built for motion—lean proteins, whole grains and smoothies took centre stage, while grab & go post-workout snacks made a tasty debut. Stretch breaks and table-side movement prompts reminded diners that nourishment and movement go hand in hand.

- Superfood star: Spinach
- Recipe highlight: Spinach and Feta stuffed sweet potatoes – a vibrant, iron-rich vegetarian lunch designed to energise from the inside out.

## **Tuesday**Mind – keep learning

#### Feed your brain

Tuesday encouraged staff and clients alike to try something new—be it a recipe, a flavour, or a food fact. Omega 3s, berries, nuts and greens packed our menus, while trivia boards and "Did you know?" posters kept minds as nourished as bodies.

- Superfood star: Blueberries
- **Recipe highlight:** Blueberry and yogurt breakfast parfait layered with goodness, and the perfect morning brain boost.

## Wednesday Spirit – give

#### Serve with heart

From 'Pay it forward' coffee stations to shared community recipes, Wednesday focused on generosity. Dishes were inspired by cultural heritage and heartfelt sharing, reminding us that food can be a powerful vehicle for kindness.

- Superfood star: Pilchards, mackerel or salmon
- Recipe highlight: Fish and avocado wraps omega 3-rich, easy to prepare, and ideal for sharing during appreciation days or team lunches.

## **Thursday**Planet – care

#### Sustainable choices

Plant-based meals and low-waste practices were the focus, supported by tips for eating greener at home. QR codes linked to nutrition resources and recipe cards to extend the learning beyond the plate.

- Superfood star: Quinoa
- Recipe highlight: Roasted vegetable and quinoa power bowls – hearty, colourful, and kind to the Earth.

## **Friday**Place – take notice

#### Mindful eating and local love

The final day invited everyone to slow down and savour. With locally sourced ingredients, chef stories, and outdoor or natural dining setups, Friday celebrated the beauty of mindful eating in peaceful settings.

- Superfood star: Dark chocolate
- Recipe highlight: Dark chocolate and nut energy bites – offered with an invitation to pause and enjoy every bite.

#### Bringing it all together

Interactive elements like a superfood passport, recipe boards, and daily wellness prompts brought the WoW week to life—proving that wellbeing is not a trend; it is a practice rooted in intention, connection, and great food. "We wanted to show that wellness starts on the plate—but it doesn't end there," said Annelize Zeelie, Tsebo Catering Dietitian. "Every dish was a chance to educate, inspire and support our people in building lasting, healthy habits." From kitchen to community, the Wheel of Wellbeing rolled forward with flavour and purpose—proving that small bites can lead to big change.

Source: Eastlake, D. (2025, March 26). Top 10 new food and beverage trends in 2025. FoodNavigator.

## **TOP 10 FOOD AND** BEVERAGE TRENDS 2025

The food and beverage industry in 2025 is witnessing transformative shifts driven by evolving consumer preferences, technological advancements, and a heightened focus on sustainability and health. Based on insights from FoodNavigator's article by Donna Eastlake, here are the top ten trends shaping the culinary landscape this year.

#### JOMO (Joy of missing out)

Embracing the comfort of home, consumers are indulging in high quality restaurant-style experiences without stepping out. This trend includes:

- Café core: Crafting barista-level coffee at home.
- Home happy hour: Enjoying pre-mixed, premium cocktails.
- Easy entertaining: Opting for gourmet takeaways or ready-to-cook meals.
- **Grandma core:** Reviving nostalgic baking with quality ingredients.
- Comfort bowls: Savouring hearty dishes like soups and stews.



#### Sustainable sourcing

Environmental consciousness influences choices:

- Regenerative agriculture: Farming practices that restore and enhance
- Eco-friendly packaging: Reducing waste through sustainable materials.



#### Omnivore evolution

Moving beyond strict dietary labels, consumers are adopting a flexible

- Less and better: Reducing meat consumption but choosing higher quality, sustainably sourced options.
- Hybrid products: Exploring blends like plant-based and dairy hybrids.
- Mushroom mania: Increased interest in mushrooms, mycelium, and mycoprotein as meat alternatives.

#### **Tech-driven transparency**

Leveraging technology for informed

- Blockchain tracking: Ensuring product authenticity and traceability.
- **Smart labels:** Providing detailed product information via QR codes.



#### **Big fusion**

A culinary melting pot where global flavours intertwine:

- Cultural blends: Combining elements from different cuisines to create novel dishes.
- Flavour exploration: Introducing consumers to diverse taste profiles.



#### **Alternative proteins**

Diversifying protein sources:

- Plant-based innovations: Developing meat analogues from legumes, grains, and fungi.
- Cultivated meats: Lab-grown proteins entering mainstream markets.



#### Food as medicine

Nutrition meets wellness:

- Functional foods: Products designed to offer health benefits beyond basic nutrition.
- Personalised nutrition: Tailoring diets to individual health needs and goals.

#### Mindful Indulgence

Balancing pleasure with health:

- Reduced sugar: Using natural sweeteners like dates and monk fruit.
- Functional desserts: Treats infused with health-boosting ingredients. (arxiv.org)



#### **Snackification**

Redefining meals with convenient, on-the-go options:

- Mini meals: Smaller portions consumed throughout the day.
- Global snacks: Incorporating international flavours into snack formats.





#### Global flavour exploration

A palate for the world:

- Authentic experiences: Seeking genuine tastes from various cultures.
- Fusion cuisine: Blending traditional recipes with modern twists.





#### Ingredients for steak

**4 x 250g** Sirloin steaks **2 Tbsp** Extra virgin olive oil

4 Long ciabatta rolls, halved and toasted

**100 g** Whole-egg mayonnaise

2 cupsRocket leavesTomato, sliced

200 g Smoked cheddar, sliced TT Potato chips, to serve

#### Ingredients for relish

**500 g** White onions, sliced to 2 cm-thick rounds

1 Tbsp Extra virgin olive oil60 g Brown sugar185 ml Pale beer

**185 ml** Pale beer **60ml** Malt vinegar

#### Ingredients for mustard

100 g Yellow mustard seeds
100 g Brown mustard seeds
105 ml

185 ml90 g1 TbspPale ale beerRunny honeyApple cider vinegar

#### Method

- 1. For the beer mustard, place mustard seeds in a heatproof bowl. Pour over boiling water to cover and sit for 5 minutes or until softened. Drain off the water, add the beer and stir to combine. Cover and set aside for 8 hours or overnight.
- 2. Place mustard seed mixture, honey, vinegar and 1 teaspoon salt in a blender and pulse until well combined. (Leftover mustard can be stored in sterilised jars in the fridge for up to 2 months. The mustard may have a slight bitterness to it, this will dissipate over time.)
- **3.** Meanwhile, for the beer and onion relish, heat a barbecue or chargrill plate to high. Toss the onions in the oil and season with salt and pepper. Cook on the chargrill for 3-4 minutes, turning halfway, until lightly charred. Transfer to a large fry pan over medium heat and add sugar, beer and vinegar. Cook, stirring for 8-10 minutes, until caramelised and the liquid has reduced.
- **4.** Heat another barbecue or chargrill pan to high. Season the steaks with salt and pepper and drizzle with olive oil. Cook for 3 minutes each side until medium rare or cooked to your liking. Set aside, covered with foil to rest.
- **5.** Spread the open bases of 4 rolls with mayonnaise and divide the rocket, tomato, cheddar and onion relish among them. Top with sliced steak.
- **6.** Spread the bases of the remaining half rolls generously with beer mustard and place on top of the steak. Serve with extra mustard and potato chips alongside.







WITH CHEESE AND BILTONG PASTRY

FROM OUR CHEFS

#### Ingredients for pie filling

**1.3 kg** Beef shin, bone out

4 Tbsp Cake flour4 Tbsp Cooking oil

90 g Beef biltong sliced 1 Large red onion, diced

**1 stem** Celery, diced

Medium carrots, peeled and cubed

3 Bay leaves3 sprigs Thyme

3 Tbsp

Tomato paste

**60 ml** Worcestershire sauce

**340 ml** Beer (non-alcoholic can be used as well)

2 cups Beef stock
60 ml Olive oil
60 g Butter
1 Egg
60 ml Olive oil

#### Ingredients for pastry

**350 g** Cake flour

**200 g** Chilled butter, grated

100 g Matured cheddar cheese, grated60 g Sliced beef biltong, finely chopped

1tsp Salt

**1 tsp** Smoked paprika

**4 Tbsp** Ice water

#### Method

- 1. Pastry: Combine flour, butter, and cheddar in a large bowl, rubbing until crumbly. Add biltong, salt, and water, then knead into a ball. Cover and chill for 30 minutes.
- 2. Roll pastry to 3 mm thickness between baking paper. Cut 6 rounds for bases and 6 smaller rounds for lids. Grease a muffin pan, line 6 moulds with bases, prick with a fork, and chill bases and lids for 30 minutes.
- **3. Filling:** Dust meat in flour. Brown in batches with half the oil, setting aside browned meat.
- **4.** Add butter, fry biltong for 1 minute, then add onion, celery, carrots, bay leaves, and thyme. Soften onion, add tomato paste, Worcestershire sauce, and beer, scraping the pan. Add stock and meat, season, then cover and simmer on low for 2 hours. Cool slightly.
- **5.** Preheat oven to 180°C. Fill pastry bases with filling, top with lids, pleat edges, and cut crosses in tops. Brush with egg wash and bake for 30-35 minutes until golden.
- **6.** Cool in tin for 15-20 minutes, then use a butter knife to remove pies.
- **7.** Serve with salted potato wedges.







#### WHAT HAVE WE BEEN UP TO?

## Fuelling growth at WEG Longmeadow

We are proud to announce our exciting new partnership with WEG at their Longmeadow distribution centre. Currently serving 230 meals daily across two vibrant restaurants, this collaboration marks a powerful opportunity to grow alongside a dynamic business and contribute to a workplace built on impact and innovation.









# Crestcare St Mary's launches with culinary excellence

Team Fedics was proud to support the official launch of Crestcare St Mary's in Mthatha, both as the appointed catering partner and service provider. The event, attended by an esteemed list of Department of Health VIPs, was a celebration of care, collaboration and culinary excellence. Well done to the Crestcare team! Your passion and professionalism shone through.



#### Buns, baklava and biscuits! A baking masterclass

In the spirit of Easter, we rolled up our sleeves and turned up the heat with an exciting hands-on baking workshop. Two of our talented bakers showcased their skills to teams from inland villages, bringing to life the art of baking delicious Easter favourites. On the menu were traditional hot cross buns, flaky baked baklava, and gooey chocolate chip biscuits. Participants were not just spectators — they measured, mixed, rolled, and baked their way through each recipe, learning techniques they could take back to their kitchens. The standardised recipes used across the segment ensured consistency and quality, while the hands-on format allowed each cook to practice their technique — from rolling biscuit dough to handling delicate phyllo pastry. The sweet reward? Home-baked hot cross buns were enjoyed across all villages this Easter, from Nelspruit to Cape Town, thanks to the skills passed on through this joyful and delicious experience.





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#### WHAT HAVE WE BEEN UP TO?

## A new chapter in protein: ostrich meat workshop inspires innovation

With the rising cost of beef, our culinary team took a bold step toward menu innovation — by introducing ostrich as a healthy, sustainable, and cost-effective alternative.

In our latest workshop, chefs and managers from villages across the country gathered to explore ostrich-based takes on familiar comfort dishes: think ostrich cottage pie, bobotie, frikkadels, roasts, and even burgers. Each village selected a chef to demonstrate their chosen dish, fostering lively discussion, questions, and collaboration. The true highlight? Tasting the creations and discovering just how versatile and delicious ostrich can be.

With its high protein content and low fat profile, ostrich proved to be a nutritious and exciting addition to our menus. The shared knowledge, interactive learning, and culinary curiosity made the day one to remember — and a win for our residents.









## Joint Medical Holding teams power ahead with Fedics Healthcare training

Our continual training programmes are in full swing for the newly acquired JMH Group, aligning teams to our Fedics Healthcare standards of excellence. A productive and energising workshop marked another step forward. Well done to the JMH team for their enthusiasm and commitment to quality!



#### WHAT HAVE WE BEEN UP TO?

## Delivering excellence at Life Crompton's new ward

We had a wonderful day of celebration at the opening of Life Crompton's new ward—filled with excitement, joy, and a shared commitment to excellence. Featured here is our client, Mrs Zaakiya, alongside the dedicated Life Crompton team, who continue to go above and beyond to serve patients and customers with care, excellence, and a smile.









#### A fresh brew at Inkosi Albert Luthuli Central Hospital

After much anticipation and planning, the revamped coffee shop at Inkosi Albert Luthuli Central Hospital (IALCH) has officially launched! Pictured here, the team was hard at work on Sunday preparing for the grand opening of the coffee shop Blacksmith—complete with giveaways, a coffee tasting hub, and plenty of sweet treats. Well done to the IALCH team for brewing up something truly special!

## Empowering tomorrow's carers: KZN Healthcare graduations

A proud day for healthcare in KZN as a remarkable number of graduates emerged from the sector. Pictured here are just a few of our outstanding students alongside our MD of Healthcare, Julie Mason (Matzopoulos)—shining examples of dedication, growth, and the bright future of healthcare excellence.



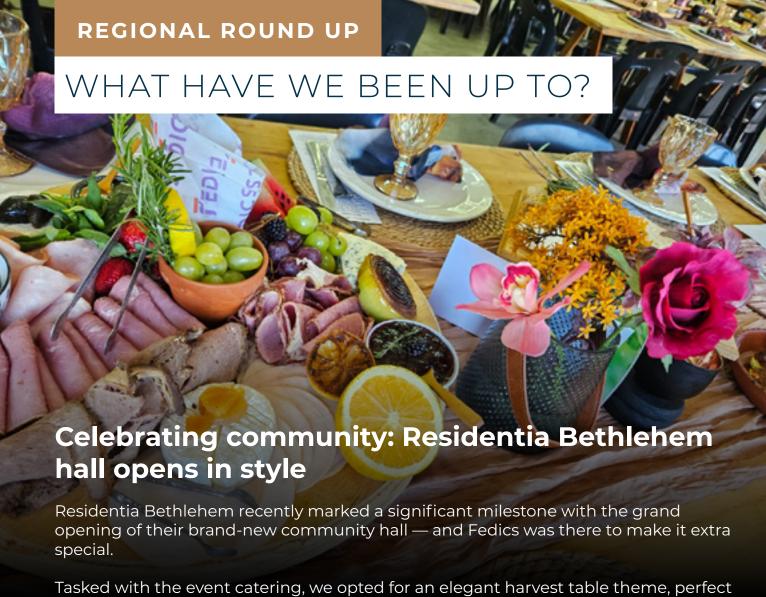
#### Celebrating nursing heroes with heart

In a heartfelt celebration of Nurses' Day, our team paid tribute to the dedicated nursing professionals of Lenmed Zamokuhle, Ahmed Kathrada and Kathu hospitals. A sumptuous feast and beautifully curated décor set the scene for a day of well-deserved appreciation. This thoughtful gesture recognised the exceptional compassion, commitment, and care shown by these nursing champions—individuals who bring hope and healing to countless lives. We are proud to honour their tireless efforts and extend our deepest gratitude.





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Tasked with the event catering, we opted for an elegant harvest table theme, perfect for the 130 esteemed guests in attendance. Thirteen beautifully set tables, each with its own harvest-style spread, created a warm and communal atmosphere. The evening buzzed with excitement and celebration. Guests delighted in the abundant, beautifully presented food; a true reflection of the Fedics and Living Lifestyle commitment to creating memorable moments through food.



