

MAKHAMISA

FOODS

MAKHAMISA FOODS™
CORPORATE
PROFILE

EXECUTIVE SUMMARY

Makhamisa Foods is a 100% HDI-owned South African condiment manufacturing company based in Sebenza, Edenvale GAUTENG. The company was established in 2016 by Mr Terence Leluma and Mrs. Phumzile Nkomo-Leluma, and it is a B-BBEE level 1 company with 26% shareholding held by women.

Board Composition

Managing Director: Mr. Terence Leluma (ED) ; Supply Chain Director: Mrs. Phumzile Nkomo-Leluma (ED); Brand Strategy & Marketing: Miss Keamogetswe Matsho (NED)



VISION

To be the preferred supplier of condiments,
with indigenous African herbs as
our core ingredients.



MISSION

Through efficient world-class technology, coupled with cutting-edge innovation in our recipe development as well as a drive to continuously deliver superior-quality products and service; we aim to be the world-leading condiments manufacturer that will bring African taste and heritage to the world.



Foreword by:
Managing Director: Terence Leluma

The story of Makhamisa emanated from two people that were passionately in love with each other and this love was transformed into a very powerful and dynamic brand which is now known across South Africa and beyond.

At Makhamisa, we take pride in producing safe to consume products, utilizing superior quality ingredients sourced both locally and internationally. By continuously investing in our most valuable asset, our people, we promise to deliver to our customers affordable condiment sauces, and we do that better and faster.

Capitalising on the strength and capabilities of our sauce plant equipped with the latest technology, we work hard to be both innovative and competitive in the markets we serve.”

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OUR VALUES

- Teamwork
- Efficiency
- Innovation
- Sustainability
- Integrity



TOWNSHIP TRADE

Focused/targeted market within township trade due to Makhamsisa™ Foods' origins within the township of Soweto.

This entails food retailing outlets [wholesalers/spaza shops/small supermarkets]; Restaurants and Chisa Nyama's across all townships in South Africa



FOOD SERVICES

Co-Manufacturing for businesses/retailers - which comprises of FMCG groups; Hotel groups; Restaurant groups; Catering groups + Retail Chain stores



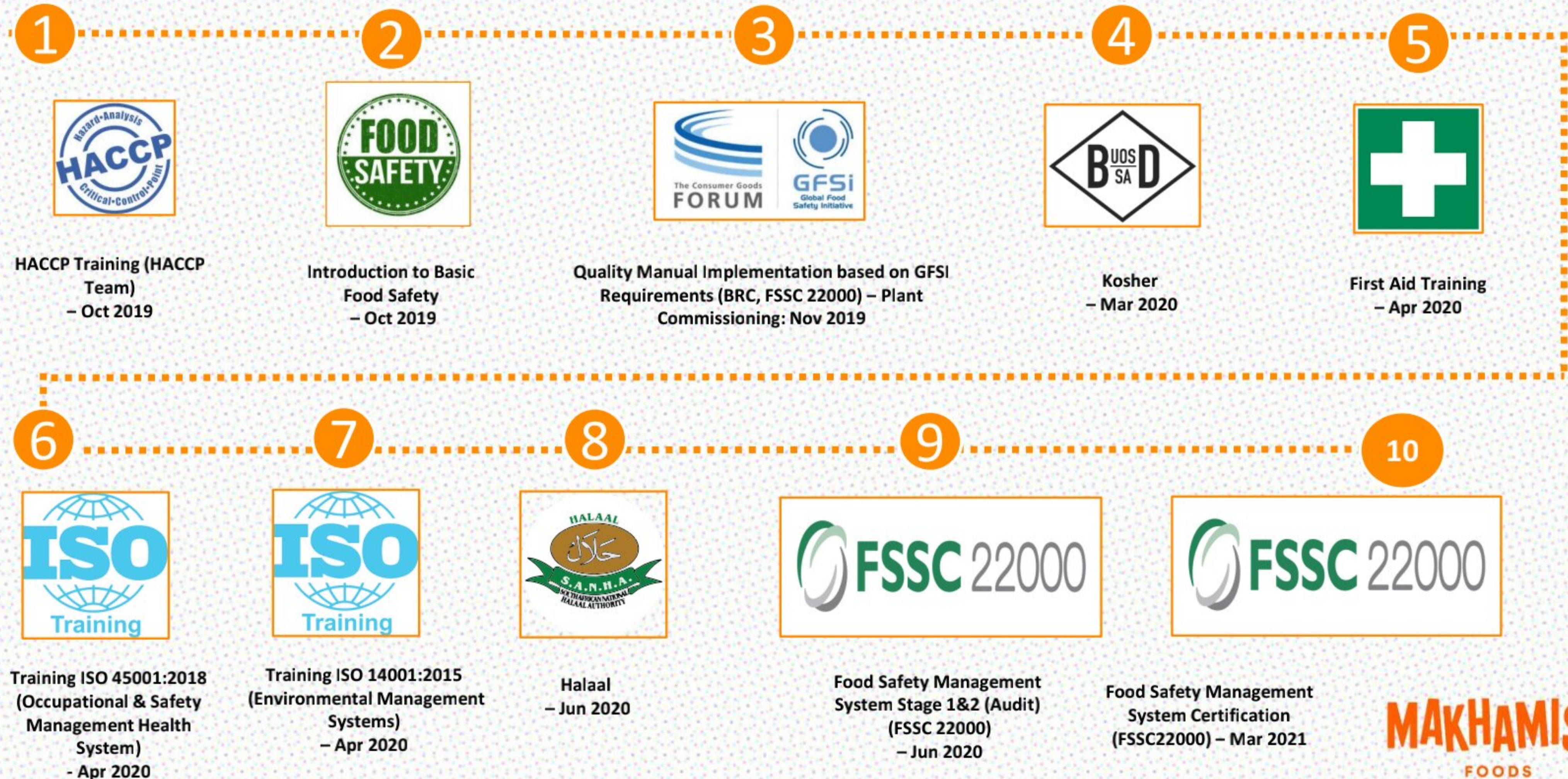
RETAIL TRADE

Consumers at large through Wholesale, National and International Food Retailers

MAKHAMISA USP

Makhamisa Foods utilises African indigenous herbs and spices as its core ingredients in some selected products, to display the true African deep-rootedness and heritage in which it prides itself in.

FOOD SAFETY + COMPLIANCE ROADMAP



PROCESS SEQUENCE

The Sauce/Mayo Processing plant is situated on a facility that is 2600 square-metres big.

Here is an overview of the process flow within the facility:



1 Receiving of Raw Materials & Packaging Materials

2 Raw Materials Storage

3 Pre-weighing as determined by recipes



4 Mixing



5 Cooking



7 Dispatch to consumer



6 Filling

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THE PLANT



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BULK MAYO CAPACITY

- MAYONNAISE*
- SALAD CREAM*
- SALAD DRESSING*

Mayonnaise Plant
maximum daily
capability is currently
sitting at 4,5 tonnes
running at an 8 hour
single shift.

RETAIL AND BULK CAPACITY

RELISH AND PELE PELE SAUCE

- NYANA™ Lemon Mild
- NCAAA™ Medium
- TJERR™ Hot

**RETAIL SKUs COMING SOON*

- *The Ayeye™ Extra Hot*
- *Tomato sauce*
- *Sweet Chilli*
- *Mayonnaise*

With a daily
production
capacity total of
14,4 tonnes,
running on an 8
hour single shift

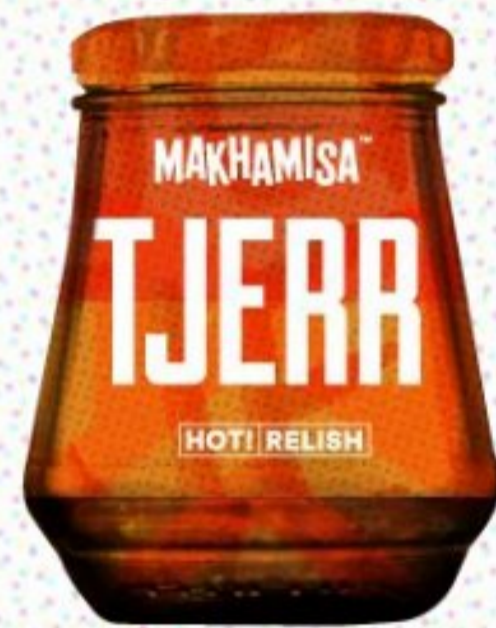


Cooking
Vessels



Retail Filling
Line

OUR PRODUCT RANGE



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RELISH

Made up of fresh vegetables which include green chilli and jalapeño to bring the heat; vegetable oil to tenderise and maintain the relishes' smoothness; vinegar to stabilize all the goodness; exotic spices to provide that unique and distinct flavour and finally chutney to balance off the heat.

This product can be used as a dip, marinade or side condiment salad with any vegetarian, vegan or red meat (cooked, fried, boiled or braaied) dish; as well as in various other ways within multiple cuisines.

It can additionally be used as a sandwich filler or topping in kota's, burgers, hotdogs, pizza's, and samosas to give a unique addictive taste.

This product is also brilliant as a flavourant in stews, casseroles and curries.



PELE PELE

The Pele-Pele sauce, is a blended form of our popular Makhamisa™ relish; it contains added lemon notes to provide you with heavy (Nyana®) to subtle (Ncaaa®, Tjerr® & Ayeye®) acidic notes to round off that moerse bite found in the Pele-Pele sauces.

Use it as a dip, a sandwich spread or for an added tantalising addictive taste; use as an add-in sauce for burgers, hotdogs, hotwings, stir-frys and fries. This product is moerse lekker in seafood dishes including fish, calamari and prawns

The Pele-Pele sauce is also perfect as a marinade and basting sauce for white and red meat; as well as is a meat product flavourant - to give it a distinct flavourful and fiery taste.



CO-MAN AND BULK BUSINESS PORTFOLIO



Famous Brands has a very rich restaurant network made up of over 2,000 stores



Empact has more than 400 canteens under management countrywide



Bidfood has over 4,000 clients, and these include airlines, restaurants and hotels



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RETAIL CLIENTS



Pick 'n Pay is listed with the PnP Group nationally, however the brand is available only at PnP Corporate stores nationally.



The brand is listed with the Shoprite Group nationally, however at the moment the brand is available at all Checkers stores nationally.



The brand is listed with the OBC Group nationally and the brand is available at all OBC stores.



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OPERATIONS & PRODUCTION STAFF



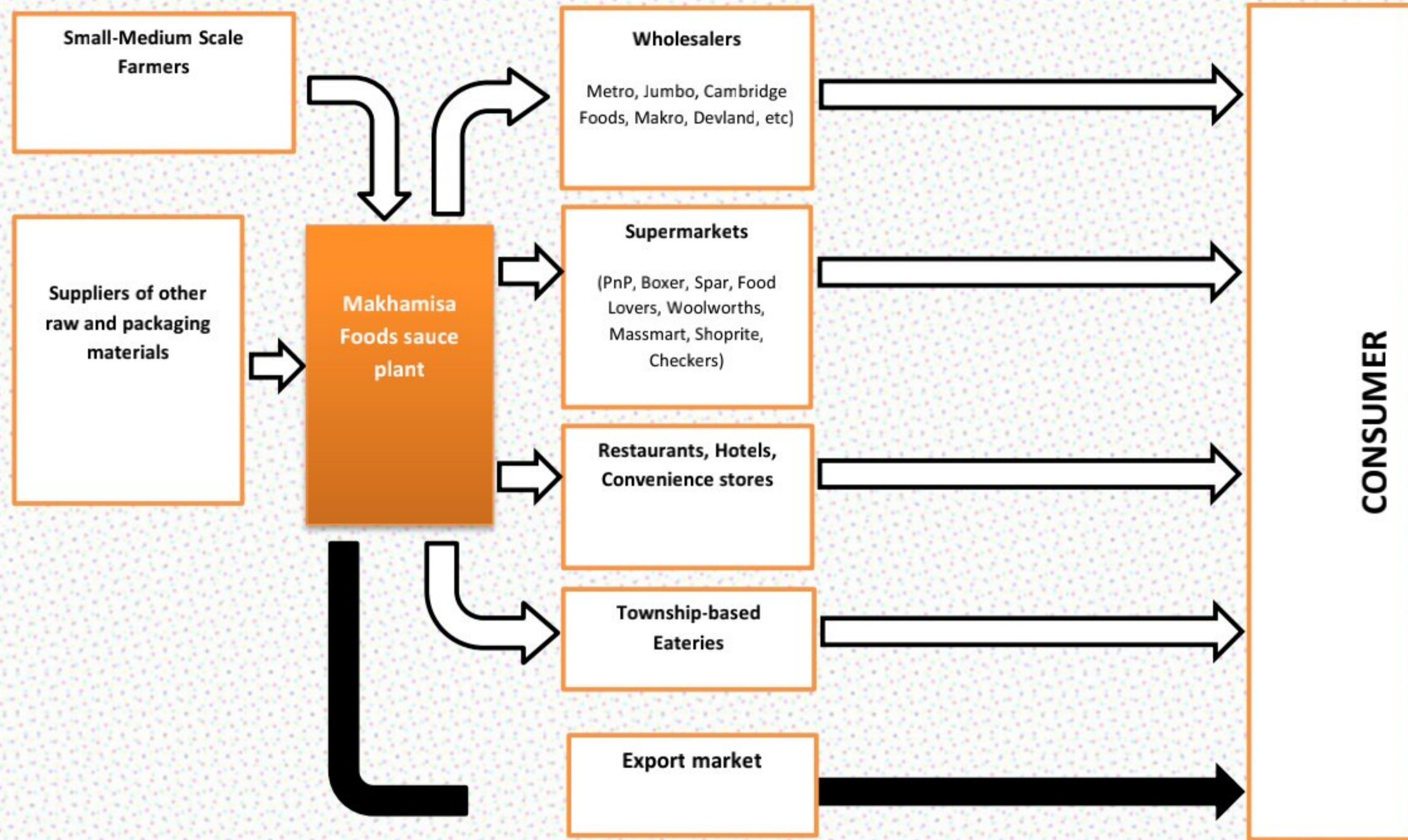
*An average age of 29 years
50% Female & 50% Male*

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SOCIOECONOMIC IMPACT CREATED

Number of Employees	Revenue Growth (2019-2022)	Local Content	Patents	Exports	Future Plans	Skills Development
32 - Makhamisa has a 100% HDI team, with 50% of staff being under the age of 35 and 34% is women.	10440% - Before the DTIC-IDC Black Industrialist intervention, Makhamisa Foods generated R111k (2019FY). Within 3 years of the BI intervention, annual revenue grew by 10440%	100% - All the ingredients utilised at the Makhamisa sauce plant are sourced locally.	Makhamisa has 6 officially registered Trademarks with the CIPC.	0% - In the past 2-3 year, Makhamisa Foods primarily focused on developing the local market to build brand equity.	Export to Netherlands, Ghana, Zambia, Botswana, Namibia, Angola, Lesotho, Swaziland and India	24 out of 32 employees joined Makhamisa Foods without any work experience. These skills range from supply chain, product processing, product packing, quality control and assurance, new product development, marketing, sales and finance

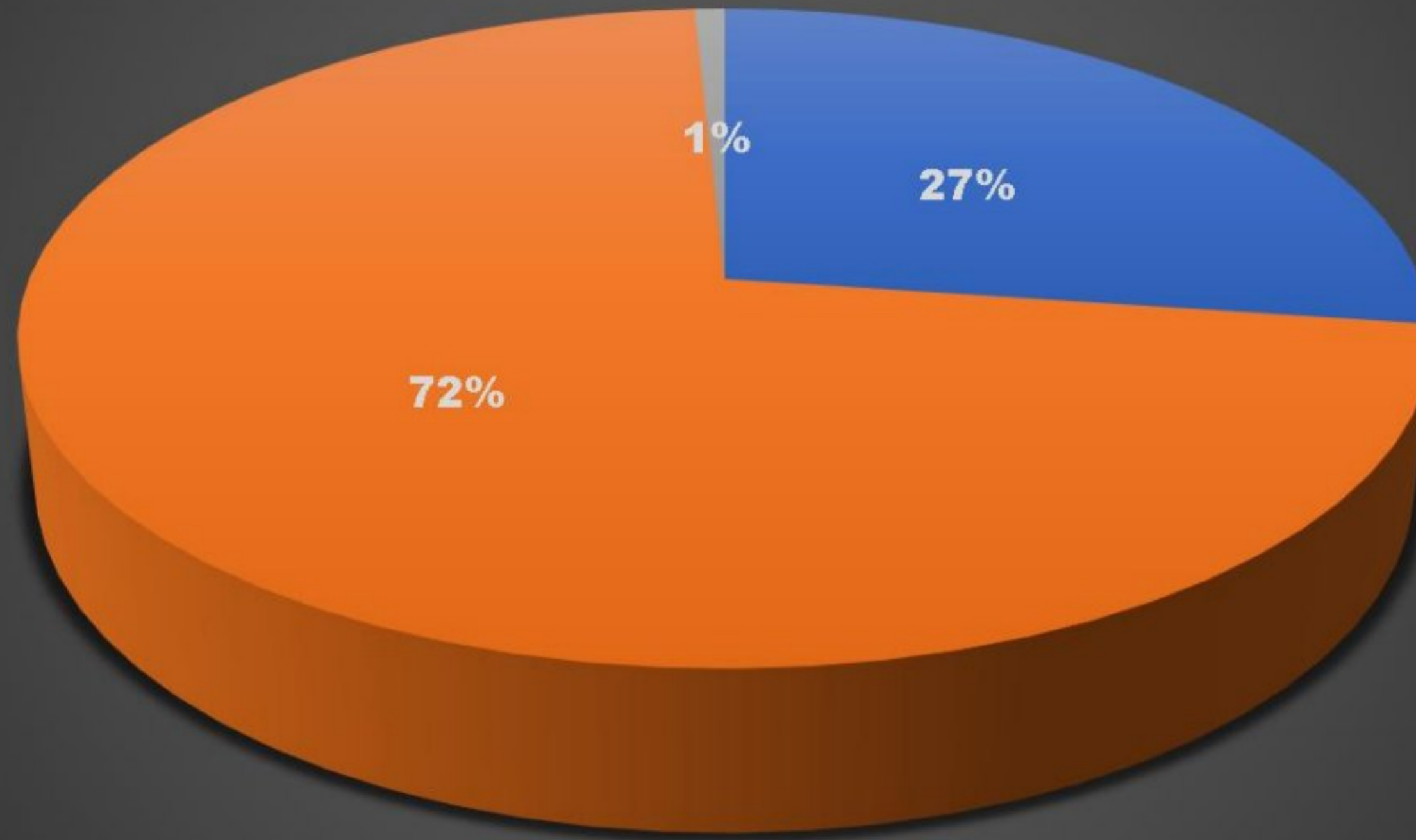




Procurement & Outsourcing	Manufacturing/ Processing	Distribution Channels	Consumer interface with the product/brand	Markets
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How the Project was Funded R67m



■ Grant DTIC ■ Loan IDC ■ Cash Owner's Contribution

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OUR PARTNERS



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA



IDC

Industrial Development Corporation



**consumer
goods council**
of south africa



**CONSUMER GOODS
& SERVICES OMBUD**

Fairplay between consumer & supplier

Makhamisa™ Foods (Pty) Ltd

Reg No. 2016/040655/07

VAT registration: 4760 282980

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