

PROFILE OF

Spices 4 Africa



Trading Name : **Spices 4 Africa**

Entrepreneurs : Mandy & Reggie Raman

Telephone : 011 975 0079

Cell Phone : Mandy 082 676 8089 / Reggie 083 449 6058

Facsimile : 082 787 7567 / 082 499 7180

E-mail Add : info@spices4africa.co.za

Postal Add : 39 Mulder Road, Glen Marais, Kempton Park, 1619

Physical Add : 38 Monument Road, Kempton Park, 1619

ABOUT US

Spices 4 Africa started out as a retail store in Kempton Park, Johannesburg in 2008. We stock a full range of authentic spices, samoosas, rotis, frozen soya products, recipe books and a whole lot more. We have now blossomed into a development hub for the manufacturing of a range of spice products and specialise in a range of Quick, Easy & Convenient wet mix spice products. This concept was introduced by the owner, Mandy Raman in 2009 to provide a unique yet simple formula to make cooking easier. When the demand for the wet mix product grew the consumer wanted more products from Spices 4 Africa. A range of dry spice packs was then introduced into the market.

Spices 4 Africa is a small business with big ideas. It uses some of Gauteng's biggest expos to showcase its range of products including Good Food & Wine, Taste of Jo'burg and Grand Designs Live to name a few. This form of marketing has proved to be a huge success because it is interactive with the end-user and through live demonstrations show the versatility and many benefits of using the product. This is also the perfect platform to advise and advertise retail outlets where the product can be found. You can now order these products online directly from us and have it delivered to your doorstep at home or at the office.

The company is thriving due to management's extensive product knowledge and hands-on approach. Our knowledge and experience places us in a perfect position to realise the importance to meet the needs of the consumer and this allows us to cater for the retail market while guaranteeing that our product meets quality standards. Our products are used by restaurant and hotel groups or any business that does catering and prepares fresh cooked meals.

Spices 4 Africa is a BEE Level Three (3) contributor with both 100% Black ownership as well as 100% Female ownership. It is a registered member of the Restaurant Association of South Africa (RASA) and has the capacity to supply both the Retail and Wholesale Market. All products manufactured by us are certified Halaal by the National Independent Halaal Trust (NIHT).

PRODUCT INFORMATION

Spices 4 Africa specialises in the fusion and formulation of a range of wet mix spice products that includes Tikka, Tandoori, Lamb/Beef, Seafood, Soya/Veggie, Biryani and Potjiekos all of which are part of our Quick, Easy & Convenient range. Undoubtedly only the finest quality spices are sourced for use when manufacturing this remarkable product.

Our aim is to get the end-user excited about preparing tasty, wholesome and healthy meals literally in minutes in the comfort of their own homes. One of the many benefits of this incredible product is the fact that a variety of interesting dishes can be prepared ranging from an authentic Indian curry to roasts, grills, fillings, toppings and gourmet meals just to name a few, using the wet mix spice.

When we introduced the range of dry spice packs it was with the aim of increasing our product offering and meeting the needs of the consumer. Each of the bottled products come with at least 2 simple recipes on the side of the bottle and can be used to prepare a wide variety of tasty dishes. The dry spice packs all include simple recipes to prepare specific meals and because it is manufactured locally all other products needed are freely available and accessible.

FACTS ABOUT THE PRODUCT

- Certified Halaal by the National Independent Halaal Trust (NIHT).
- Only the purest spices are used in the manufacturing process.
- Contains no added MSG, salt, sugar, gluten or colourants.
- All products contain full recipe. Recipe CD also available.
- Ensures consistency with every meal.
- Versatile so you can prepare a range of different dishes with the same product.
- 100% Products of South Africa.

RETAIL PRODUCTS AVAILABLE

Wet Mix Range (250g bottled product) available in 7 variants and can be used to prepare curries, roasts, braais, grills, as a rub, marinade and many other different dishes:

- Lamb & Beef
- Tikka Masala
- Tandoori
- Seafood
- Biryani
- Potjiekos
- Soya & Veggie

OTHER RETAIL PRODUCTS AVAILABLE

Dry Spice Pack Range (foil packaged to lock in the freshness):

- Curry Packs available in 3 strengths - Hot, Medium & Mild
- Pickled Fish Spice Packs – use Hake, King-clip or Butter Fish
- Chilli Bite Mix - includes **ALL** spices
- Vadde Mix - savoury lentil snack that includes **ALL** spices
- Rice Spice – provides flavour and colour to rice
- Pickle / Achaar Masala – prepare a variety of fruit or vegetable pickles
- King Soup / Rasso Mix - ideal winter warmer & remedy for winter chills
- Biryani Packs – complete with rice, lentils and all spices. Feeds 6-8 people
- Saffron, Lime Leaves & Tamarind

WHOLESALE PRODUCTS AVAILABLE

WET MIX RANGE available in the 7 mentioned variants can be used to prepare curries, roasts, braais, grills, as a rub, marinade, grilled prawns, pizza toppings, fajitas, pitas, wraps, boboties, vetkoek, pie fillings, chicken livers and many other different dishes. This range of wholesale products are available in cater packages for the restaurant and hospitality industry.

- 1kg Bucket – Spices up to 30kg of meat, chicken, fish or vegetable.
- 5kg Bucket – Spices up to 150kg of meat, chicken, fish or vegetable.
- 10kg Bucket – Spices up to 300kg of meat, chicken, fish or vegetable.
- 20kg Bucket – Spices up to 600kg of meat, chicken, fish or vegetable.

DUKKA SPICE is a Middle Eastern spice that is hard to come by and is used quite extensively by exclusive restaurants and hotel groups. This unique blend of spice is available from Spices 4 Africa and can be used to provide mouth-watering flavour to Lamb, Beef or Chicken dishes. It can also be enjoyed with bread dipped in olive oil and then Dukka Spice. It is packaged in either 1kg or 5kg vacuum sealed packs.

OTHER WHOLESALE PRODUCTS AVAILABLE

- Pre-packed spices for the wholesale market in bales of 10 bags containing 48 x 50g packets of spice in the various flavours.
 - Chicken Spice
 - BBQ
 - Fish
 - Steak & Chops

BUSINESS OPPORTUNITIES

If you are interested in becoming an Agent or have the capacity to handle Distribution of our range of Quick, Easy & Convenient products then send us an e-mail or contact Mandy or Reggie on the numbers listed below to discuss further.

Pre-packed 50g foil packaged Spice Packs are perfectly packed for the export market or even the informal trade market in South Africa. These are available in bales of 10 bags containing 48 x 50g packets of spice.

Office Tel: 011 975 0079

Mandy Cell: 082 676 8089 or Reggie Cell: 083 449 6058

E-mail: info@spices4africa.co.za

SOCIAL & ENVIRONMENTAL RESPONSIBILITY

Spices 4 Africa is aware of the environment and understands the importance of giving back to the community that it operates in.

A percentage of sales of every bottle of wet mix get donated to Con Amore School for the physically disabled in Esther Park, Kempton Park. This includes bottled products sold at various expos as well as those to the retail market.

The versatility of the wet mix product has prompted the need for a recipe book. In our efforts to remain environmentally friendly and in support of the Going Green campaign, our 30 Quick, Easy & Convenient recipes have been copied onto a disk instead of printing on paper in a book form. Also wet mixes are filled in bottles that can be re-used or recycled.

COMPANY VISION

To be a supplier of Quick, Easy & Convenient cooking products to every household in South Africa and in doing so, making cooking easier.

COMPANY MISSION

We understand that time is a commodity that is priceless and family is precious so we've formulated a product that can be used with ease and confidence to prepare multiple dishes in the shortest time possible that can be enjoyed by every member of the family. We've kept the recipes simple to take the hassle out of cooking.

COMPANY FOCUS

Quick : Meals can literally be prepared in minutes reducing electricity usage, thus saving you money and increases the amount of quality time with family and friends.

Easy : Recipes have been kept simple, making the cooking process easy. Just add salt! The wet mixes have all spice ingredients already included.

Convenient : Multiple dishes can be prepared using the same bottled product. The more you use the spicier your dish becomes. All other products needed when using the dry spice packs or wet mixes are freely available from your local butcher, grocer or vegetable store.

COMPANY VALUES

As a proudly South African business Spices 4 Africa's reputation is based on the fundamental belief that in order for the business to succeed we need to maintain integrity, uphold our values and preserve our moral standing in society. We realise that it is only through hard work, perseverance, dedication and a strong ethos on customer service that our business will thrive in an environment that is usually dominated by larger conglomerates.