

WESGRO, SOUTH AFRICA TRADE MISSION TO KUALA LUMPUR

REPLY SLIP

**** FREE Admission ****

Date: **18 January 2017, Wednesday**

Time: **9.00am – 1.30pm**

Venue: **JW Marriott Kuala Lumpur**

Starhill 6, Level 4

183, Jalan Bukit Bintang, Kuala Lumpur

Program

9.00am Registration

9.30am Investment seminar by Mr Ché Smith, International Trade Manager – Asia of WESGRO: Cape Town & Western Cape Tourism, Trade & Investment, South Africa

10.30am One-to-One Business Meeting

1.30pm End of Program

Please tick (✓) if you would be attending the following session:

[] 10:30am to 1:30pm : One-to-One Business Meeting

Should you be interested in meeting the exhibiting companies, kindly place a tick [✓] next to the company name on the list below and send the reply slip to Mr Ché Smith/ Ms Chang via **fax to 03-2168 8591** or **email to che@wesgro.co.za / changh@sahckl.net** together with your available visiting time to enable us to schedule the meeting with the exhibiting companies.

We will be greatly appreciated if you could reply to us before **16 January 2017**.

SOUTH AFRICA, WESTERN CAPE PRODUCT SHOWCASE

NO	✓	COMPANY NAME	PRODUCTS
1		Aloe Unique	Aloe skin gels, Aloe face wash, Day and Night cream, Drinks
2		Bassalicious	Various flavours of sauces (bottles)
3		ButtaNutt	Nut Butter Spreads (bottles and squeeze packs)
4		Cafféluxe	Coffee Capsules
5		Flavour Union	Truffles, Honey, Salt, Mayonnaise
6		Munch Bowls	Edible Crisp Wheat Bowls
7		The Art of Taste	A non-alcoholic sparkling grape juice, rooibos tea mixed with various indigenous herbs

Yes, please register me for a B2B session on **Wednesday, 18 January 2017** at _____ (preferred time).

Company Name : _____

Participant Name : _____ Email : _____

Tel : _____ Fax : _____ Mobile No. : _____

For enquiries, please contact: Mr Ché Smith, E: che@wesgro.co.za / Ms Chang, Tel: 603-2181 4719, E: changh@sahckl.net

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cape town & western cape
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**SOUTH AFRICAN HIGH COMMISSION
MALAYSIA**

EXHIBITORS PROFILE

1. ALOE UNIQUE



The First South African Aloe Ferox Range with Vitamin A, B, C, E & Paraben Free

Why Aloe Unique For You?

The Aloe Ferox plant that we use in all our products is nature's ultimate healer and rejuvenator. It is indigenous to South Africa, unique and superior in its concentrations of active ingredients. It is often called "The Miracle Plant"

- ✓ *Aloe Ferox has two main raw ingredients suitable for human and animal usage known as bitters and Jelly (non-bitter)*
- ✓ *Bitter sap is used internally as - an effective detoxifier & natural laxative when taken in larger quantities. When used externally - on your skin, it has a detoxifying & anti-inflammatory effect.*
- ✓ *The Jelly (non-bitter)-internally: - in Aloe Drink; externally: -formulated into Skin & Body products. A Much higher concentration of Amino Acids than in the Aloe Vera plant, therefore much more effective.*

It is scientifically proven that aloe penetrates the Skin up to the deepest layer (seventh layer), carrying its healing and regenerating effect throughout.

With

Vit A- Stimulates blood circulation and treats pigmentation.

Vit E- Is very well accepted on skin; important for anti-aging & moist loss; anti-oxidant component.

Vit B- Promotes skin elasticity and provides oxygen to skin cells

Vit C- Rich in anti-oxidants, fights free radicals and firms & strengthen the skin.

2. BASSALICIOUS



Bassalicious Sauces was brought about by the traditions inspired by authentic Indian Cooking and started in 1998 by Rizia, who applied recipes passed down to Her by Her late grandmother to create a range of vibrant and Tasteful delicacies.

www.bassalicious.net

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3. ButtaNutt



ButtaNutt is a nut butter producer that hand-crafts a series of authentic tree nut spreads using only local & natural ingredients. Founded in January 2013 as a farmer's market experiment. ButtaNutt is proud of being completely natural. Our spreads are sugar -, preservative -, and stabiliser free.

Our vision is to become the most trusted tree nut spread producer from Africa.

Winner of the 2016 Premiers Entrepreneurship Recognition Awards!"

www.buttanutt.co.za

4. CAFFÉLUXE

The logo for Cafféluxe features the brand name in a lowercase, sans-serif font. The 'é' is accented with a pink tilde. The letters are dark grey or black.

Cafféluxe is a manufacturer of Nespresso® and Dulce Gusto compatible coffee capsules. Our capsules are designed to ensure seamless compatibility with all available machines. And our hermetically sealed capsules to maintain ensure maximum freshness of for our high quality specialty coffee.

Caffeluxe takes pride in sourcing traceable and sustainable beans from the world's leading coffee-producing countries, and offers 19 different blends over 3 distinct ranges.

The *Origins* and *Signature* range includes Dark, Medium, Decaffe and Gourmet Roast coffee as well as our increasingly popular Lungo. Caffé Luxe recently added *Choc-Hazelnut*, *Caramel* and *Vanilla* infused flavored coffee capsules to the *Signature* range.

The Caffeluxe *African Collection* coffee, is a range of purely African coffees and includes single Origin Ethiopian, Tanzanian, Ugandan and Kenyan proudly sourced from the continent's leading coffee-producing countries. The collection includes our first naturally caffeine-free Rooibos espresso capsule.

Caffeluxe offer a wide range of quality products with a cost saving over Nespresso. Our products are conveniently available from our online shop or from major retailers.

Manufacturing

All aspects of manufacturing are made in South Africa. Cafféluxe's also offers a full-service of Private Label capsule manufacturing for serious coffee brands. With ISO standard HACCP food safe facility certification and strict quality control procedures, we ensure quality, consistency and traceability.



Food Service

Our most recent development in the commercial food service sector is our espresso point capsule. Using a hand-held, 'barista style', porta filter adaptor, the distinct capsule is compatible with all commercial coffee machines and is perfect for use in bustling hotels, restaurants and cafes. The commercial capsule system ensures efficient use for multiple cups and consistency of flavor. It contains 7 grams of ground espresso per capsule and consistently delivers a strong, flavorsome shot, to be enjoyed as a cappuccino, latté, macchiato or stand-alone espresso.

www.caffeluxe.com

www.cafecaps.co.za

5. FLAVOUR UNION



FLAVOUR UNION

THE FINEST TRUFFLE PRODUCTS

After spending years in Europe working (as chef and hostess) with fresh truffles and gourmet food products, we had to bring the flavor back home.

We deliver a burst of flavor that shouts "Africa" ...combined with the old heritage of the European food-diamond, the truffle. We are the first to deliver a combination of the best from both worlds and we are proud to have launched our products with great success at the 2015 Good Food and Wine Show as well as the international Hospitality Show.

We took our time to further developing our range focusing on the best produce. We offer the finest of flavours – not overbearing to the senses, but simplistic, neutral and stimulating.

Our Products of Choice

Our South African Cape Honey was selected due to its purity, clarity and region... The Kalahari Desert Salt is a 100% natural salt and we support the local communities in the area. Crafted with great respect, our Mayonnaise is the perfect combination of creaminess and full-bodied flavours. Our seeds, mushrooms and flours are of great quality and any user will be proud to take part in this premium range.

Based in Cape Town, we strive to become the name everyone recognizes and for our products to represent quality, uniqueness, packaging awareness and to keep on developing unique flavours.

www.flavourunion.co.za

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6. MUNCH BOWLS



Munch Bowls (Pty) Ltd was founded by Georgina de Kock and established in Cape Town, South Africa since 2011.

We are the original producers of the edible, crisp wheat bowls.

Munch Bowls, the product won the **top award at SIAL China Innovations Award in May 2014**.

Our passion is to promote a conscious lifestyle by giving an alternative eco-friendly green choice to the convenient food catering industry, internationally.

The GREEN impact motivates us to create more innovative products.

We do not compromise on brand quality, therefore our ingredients are carefully chosen.

MISSION & VISION: To offer an environmentally friendly alternative to the Convenient Food Catering and Hospitality Industry, internationally in a convenient, enjoyable and healthy form. We endeavor to excel in every area from product quality to service and to offer job opportunities.

www.munchbowls.co.za

7. THE ART OF TASTE



The Art of Taste is a small creative marketing collective that specializes in finding alternative and innovative ways to market its own products, as well as that of other companies. By using playing cards, cartoons and video as a medium TAOT are always looking at a new way to bring knowledge and new product to the market.

Recently TAOT has developed a non-alcoholic drink aimed at the export market. After 3 years of research and product development the drink called AMIR was launched in 2013 and sales started in 2014 to the UAE and Nigeria. Aimed directly at the ever-growing non-alcohol drinking Muslim market, the product was received with great enthusiasm. Since that time Amir has been selling into many countries and the initial focus was the HORECA market. We now need to drive volumes and to scale the business and to take it to the next level. Currently small amounts have gone into Kuwait, Bahrain, Qatar, Trinidad, and Australia, with bigger volumes to the UAE, Saudi, Malaysia, Singapore and Nigeria. It took a year to get registration and approval in Saudi, and we believe this will be our biggest market.

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We are hoping to get to 10000 bottles per year, which at \$3.50 a bottle will offer a decent turn-over to grow from. The plan is to get 12 countries to each start with a container per annum. From that base the sales can grow organically. We currently have interest from the UK, Lebanon, Iran, China, Peru and the US.

Amir has won the coveted “**BEST PRODUCT AND PACKAGING AWARD**” at **MIHAS 2014** and was announced the **winner for innovation in sparkling beverage** at the “**WORLD BEVERAGE INNOVATION AWARDS**” in **November 2016**. (Foodbev Media)

Leonard Arangies has been a taster on the SA Olive Oil Tasting Panel for 12 years and also performed the task of Executive Manager to SA-Olive, when he consulted to the industry between 2010 and 2014. H Leonard has his own premium range of oils which are available for export purposes. (The Golden Tree)

The Art of Taste is running on a very small expense budget. Most ventures are self-funded and we work on bringing people in on a “needs only” basis when a job requires them. This way we are not running up the overheads. When we bring it strategic expertise, we allow them to share in the profits.

The Art of Taste can compete well because of its ability to make quick decisions. Our turn-around time is fast. We are flexible. We can travel anywhere. We can negotiate great prices because we don’t have huge overheads. We tend to source from a collective of super creative individuals. We bring in specialized expertise when we need them in order to deliver excellence.

The Art of Taste – We can deliver!

www.amir.co.za

About the Organizer: WESGRO (Cape Town & Western Cape – Tourism, Trade & Investment)



WESGRO is the official tourism, trade and investment promotion agency for the City of Cape Town and the Western Cape Province. **WESGRO’S** priority sectors include: agribusiness, film, air-access, business process outsourcing, ICT, renewable energy, and tourism infrastructure.

www.wesgro.co.za

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