

# BREWING A CULTURE OF QUALITY & INCLUSIVITY

From ethically sourced coffee beans to the recruitment and training of people with disabilities as baristas, Tsebo Beverages is bringing the best of coffee culture to its clients.

When it comes to hot beverages, South Africa used to be a tea drinking nation, a daily habit inherited from the Dutch, who brought tea to Europe and dominated the trade in the mid to late 1600s, and of course the British who remain one of the largest tea consumers in the world. The early European settlers, no doubt, imparted a love for the leafy brew in Africa. But as with all things, change is inevitable.





**WYNAND LOUW**  
CEO Tsebo Catering Solutions



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MD Tsebo Beverage Solutions

Although many South Africans still enjoy a good cup of tea, the complexity, rich flavour and heady aroma of quality coffee have made it the social brew of choice. It is a beverage that has become synonymous with percolating productivity, creativity and collaboration. Gone are the days of a sloppy tea and coffee station serving cheap chicory-based brews masquerading as Java. For many businesses, coffee is becoming a point of pride and is integral to enhancing the client and customer experience.

As an industry leader, Tsebo has a proud tradition of remaining ahead of the curve when it comes to international trends. We quickly realised that coffee and other beverages represented enormous potential as a stand-alone business solution.

“Coffee used to fall organically into the food part of our business, but over the past few years we have witnessed a growth in the beverages culture, which prompted us to take a more strategic approach to how we deal with coffee,” says Eelco Camminga, Fedics MD responsible for Tsebo Beverages.

The result was the creation of Tsebo Beverage Solutions, and a renewed focus on growing this area of the business through carefully curated coffee experiences. Tsebo’s belief in the strong social dynamic of people enjoying a good cup of quality coffee together has resulted in an ethos of inclusivity – starting with ethically sourced beans from reputable farms that are accredited with the Rainforest Alliance, to the creation of artisanal roasts and blends, through to its recruitment and training of people with disabilities as professional baristas and service staff.

“It is not just about coffee, coffee shops and vending solutions. We have geared ourselves up to become a centre of excellence for coffee (and beverage) connoisseurs. What sets Tsebo apart is the fact that we can provide a variety of solutions from our own home-grown brands to popular high street brands such as Illy, Starbucks, Vida e Caffè and Lavazza. We tailor our solutions according to a client’s budget and needs and have the strength of the Tsebo Solution Group behind us to ensure that everything is expertly managed and maintained,” says Wynand Louw, CEO of Tsebo Catering Solutions.

Sophisticated, no-touch vending that allows clients to choose and customise their roast according to their personal preference can also be rolled out. The vending solutions use telemetry to read the amount of activity and create an alert when a product needs to be replenished or the machine serviced. Although there is a focus on coffee, tea drinkers are also well catered for through a range of specialised and regular tea blends. A range of waters and other beverages, as well as snacks and light meals, are also offered.