

Supplier of the Year Award Winners



SHOPRITE GROUP OF COMPANIES

Supplier OF THE **YEAR**

2010

28

The Shoprite Group
is proud to recognise
suppliers for their
unstinting support and
collaborative approach
toward our business
over the past year.

CEO AWARDS

Persianas Properties Ltd
Zambeef Products PLC

PERISHABLES AND SERVICE DEPARTMENTS

DairyBelle (Pty) Ltd

CONFECTIONERY AND BEVERAGES

Cadbury SA (Pty) Ltd

AMBIENT GROCERIES

Unity Food Products
(Pty) Ltd

TOILETRIES

Unilever SA (Pty) Ltd

HOUSEBRAND / PRIVATE LABELS

Chet Chemicals

UPCOMING SUPPLIERS

Sunningdale Dairy

MEAT MARKETS

Roelcor Meat

FRUIT AND VEGETABLES

Rennie Farms

NON-FOODS

Premier Stationery

FURNITURE

Whirlpool Home
Appliances

CONTRACTORS / SERVICE PROVIDERS

Concord Refrigeration
(Pty) Ltd

HOUSEBRAND/PRIVATE LABELS

Chet Chemicals



Mervyn Kessler (left), Chief Executive Officer
and **Nico van der Merwe**, Sales Director



Chet Chemicals (Pty) Ltd was established by the Kessler family in 1969. The company manufactures a full range of laundry, household cleaners, and bath additive products as a house label manufacturer. The family business has evolved and is now a member of Liberty Star Consumer Holdings, a B-BBEE F.M.C.G. group of companies.

Its manufacturing facility and distribution centre is located in Kempton Park, Gauteng, South Africa, from where it services the national market. The manufacturing unit produces some 500 metric tons of powders and liquids per day.

Standing as the Shoprite and Checkers character witness, quality complete and on-time service is continuously top of mind. Chet's new product development capability has enabled it to continue to roll out quality substitutes at the right price to targeted market leaders.

The company has been extremely privileged and is proud to be involved in the Shoprite Group's housebrand programme, for which we now manufacture some 120 products under Ritebrand, Checkers Housebrand and confined labels for the Group.

Winning the award as the Shoprite Group's housebrand Supplier of the Year 2010 has been a real highlight for the Chet operation and we look forward to growing the business into the future.



PERISHABLES & SERVICE DEPARTMENTS

DairyBelle



Brenda McCleary
National Customer Manager



DairyBelle's origins can be traced back to the 19th century, when South African Cold Storage was first established. In 1902, Cecil John Rhodes and Sir Leander Starr Jameson bought the company and renamed it Imperial Cold Storage (ICS). The products manufactured included ice cream, chocolate, butter and cheese. In 1960, the DairyBelle brand that South Africans have come to know and love was registered for use on a range of dairy products.

The radio jingle "Ding-Dong DairyBelle" gained pop culture status among South African consumers and introduced the new brand, while the distinct orange DairyBelle cow gained popularity and further boosted the brand value.

DairyBelle has built a strong, wholesome brand that continues to provide South Africans with good quality and good value products that include a wide range of cheeses, yoghurt, juice, fresh milk, UHT milk and other dairy products.

Research conducted in 2010 confirmed that DairyBelle has retained substantial equity over the years; however, it highlighted the need to revitalise the brand, the packaging and the portfolio to make it more relevant and modern. In mid-2010 the DairyBelle brand underwent a major revamp of its overall positioning, logo and packaging design, as well as reconceptualizing and organizing its various brands for consistency and focus.

Innovation and an ongoing commitment to supporting the DairyBelle brand are key goals of DairyBelle. The aim is to keep the brand fresh and relevant to meet the changing needs of our consumers.

We are extremely proud of being acknowledged as one of the 2010 Shoprite Group Suppliers of the year



CONFECTIONERY & BEVERAGES

Kraft Foods



Michael Fouché
Regional Account Manager

Kraft Foods is a global powerhouse with an unrivalled portfolio of brands people love. We are also the world's second largest food company with annual revenues of \$49.2 billion.

Following its global acquisition by Kraft Foods in 2010, Cadbury South Africa and Kraft Foods integrated in March 2011 to form Kraft Foods South Africa – a dynamic, diverse and growing FMCG business that participates in the chocolate, candy, gum, biscuits, coffee and grocery categories. Our higher purpose is to make today delicious. Our aspiration is to be the most loved, respected and successful snacking company in Southern Africa.

We are proud of our combined heritage of over 80 years in the South African industry, manufacturing and selling brands people love. Southern Africa is a key market in the emerging markets portfolio of Kraft Foods Inc. and contributes significantly to its growth. With strong brands that resonate with all income groups in this market, we aim to delight our consumers not only with power brands, but also accessible and affordable ones.

As one of the world's largest food companies, we believe in fighting hunger, promoting healthy lifestyles, sustainable agriculture and ethical sourcing. In a ground-breaking move, Cadbury Dairy Milk Plain has recently been Fair Trade certified. In partnership with Fair Trade, we want to ensure better living conditions for farmers of developing communities through fair prices, community development and sustainability of produce.

It is an absolute honour to be recognised as one of the Shoprite Group's Suppliers of the Year. We value immensely the longstanding relationship that we have built with Shoprite over the many years as a legacy Cadbury business and, now as Kraft Foods South Africa, we look forward to a continued strategic partnership.



Supplier of the Year Winners (continued)

UPCOMING SUPPLIERS

Sunningdale Dairy



Pierre van Rensburg
Marketing Manager



TOILETRIES

Unilever



Peter Lamplough
Customer Marketing Director, Home Care



30 Sunningdale started off as a small dairy farming operation marketing Amasi into the rural areas and townships on the outskirts of King Williams Town in the Eastern Cape of South Africa in the early 90's. The dairy consisted of 30 Jersey cows, 10 staff members, and an owner-driven "bakkie" to market the product. What was produced, was always sold. Owner Neil van Rensburg, who was both the farmer and the driver, always made sure that all product produced was sold. He was ably assisted in the operations by his wife Sandi.

In a short space of time things developed and towards the late 90's more products were added, including dairy blend juice and bottled Maas, as opposed to the 50 litres bulk Maas cans that up to then had been a single product line.

The processing operation was soon moved into town, and milk was procured from additional farmers. In 2005, a new processing plant was set up in East London, processing up to 30 000 litres per day. The product range expanded rapidly to include yoghurt and fresh milk and later butter and cheese as well.

Three years later it became necessary to construct a brand new, state-of-the-art processing facility in the East London industrial development zone, with the capacity to process in excess of 200 000 litres of product per day. Completed in 2010, this facility is complemented by a separate cheese and butter plant in Mdantsane and a third factory in Kokstad, in the KwaZulu-Natal province of South Africa.

Today Sunningdale is still a family run operation, with a tightly knit team of staff and a group of milk suppliers. All with the same goal: to produce market leading quality products and to develop a strong milk producer base and further develop the people that work for us.



"Our vision is to create a better future in which people can improve their quality of life without increasing their environmental impact" – Paul Polman, CEO, Unilever.

Unilever South Africa is honoured to be acknowledged as a Shoprite Group Supplier of the year once again. It is because of customers like Shoprite that Unilever has been a part of South African consumers' lives for over 100 years.

At Unilever, we believe that our products make small but important differences to the quality of peoples' lives. Our strategy is to increase our social impact by ensuring that our products meet the needs of people everywhere for balanced nutrition, good hygiene and the confidence that comes from having clean clothes, clean hair and good skin. To this end, our portfolio ranges from nutritionally balanced foods to indulgent ice creams, affordable soaps, luxurious shampoos and everyday household care products. Our brands include household names like Sunlight, Omo, Knorr, Dove, Pond's, Rama, Mrs Balls, Sunsilk and Handy Andy.

Unilever also realises that growth at any cost is not viable. To ensure that we achieve our growth ambition, but not at the cost of the planet, we launched the Unilever Sustainable Living Plan (USLP) in 2010. Globally, the USLP sets three overarching targets for 2020:

- to help more than a billion people take action to improve their health and wellbeing;
- to halve the environmental footprint in manufacturing and use of our products; and
- to enhance the livelihoods of hundreds of thousands of people as we grow our business.

In South Africa, through our operations and our brands, we plan to address the needs and priorities of the country while contributing to our global targets.

However, we cannot achieve these targets on our own. We will have to work with our partners, including customers such as the Shoprite Group, whose continued support has allowed Unilever to dream big.



AMBIENT GROCERIES

Unity Food Products



Unity Food Products (Pty) Ltd

Mahomed Rayhaaz Essack
Chief Executive Officer

Unity Food Products commenced operations in March 2002 and has since grown from strength to strength. The company has a proud tradition of producing high quality, pure sunflower cooking oil, and more recently has ventured into producing margarine to expand our range of quality products that has made its way into South African homes.

Unity's well known oil brand, Helios™, is a permanent fixture in many South African kitchens, and this much loved brand name recently launched a new margarine product as well. The Helios™ brand name is expanding and we aim to make Helios™ a name constantly associated with quality, value, healthy living and solid tradition.

Our range of margarine products includes Ruby™ and Golden Lite™, new margarines to complement our Helios™ brand. Also complementing our consumer brands is Palmfry™, a palmolein oil that is perfect for restaurants, cafeterias and the hospitality industries.

Our business philosophy has always been to stand by our principles, purpose and vision. Our vision is to make Unity Food Products the largest edible oil manufacturer in South Africa with the best quality products. Our guiding principles have guided us to continually act in an ethical manner and to deal fairly with our esteemed customers at all times.

Our ability to continuously offer customers premium brands with excellent value and quality at the right price has become the hallmark of our ongoing desire to bring our valued customers the best every time. In this context, we cannot adequately express and acknowledge the tremendous support that have been accorded by the Shoprite Group. Our continuous partnership has indeed grown by leaps and bounds, and to crown it all, to be chosen as 2010 Supplier of the Year in the category for Ambient Groceries is an honour.

THE TRADITION LIVES ON!!!



FURNITURE

Whirlpool South Africa



Stefan Egli
Managing Director



ABOUT WHIRLPOOL CORPORATION: Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales in 2010 of \$18.4 billion, 71,000 employees, and 67 manufacturing and technology research centres around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.

ABOUT WHIRLPOOL EUROPE, MIDDLE EAST & AFRICA (EMEA): With around 12,000 employees, a sales presence in over 30 European countries and manufacturing sites in seven countries, Whirlpool EMEA is a wholly owned subsidiary of Whirlpool Corporation. Whirlpool's European Operations' Center is located in Comerio (VA), Italy. For further information on the company, please visit www.whirlpoolcorp.com.

ABOUT WHIRLPOOL SOUTH AFRICA: Established in 1996 with the purchase of KIC, Whirlpool South Africa (WPSA) falls within the Whirlpool EMEA region, with the reporting office in Comerio (VA), Italy. WPSA's Head Office is based in Bedfordview, in the Gauteng province of South Africa. The manufacturing facility is located in Isithebe, KwaZulu-Natal, and employs approximately 900 people. The company markets Whirlpool and KIC to all of South Africa and selected African countries. While the KIC brand targets the mass market, Whirlpool is an upmarket brand. KIC is simple in its design, but with good quality and satisfies the basic needs when it comes to refrigeration and cooking, while Whirlpool promotes modern design, innovation and energy efficiency. It is with great pride that WPSA stands as one of the Shoprite Group's Supplier of the Year recipients. For further information, please visit www.whirlpool.co.za.

