



BUSINESS PROFILE

Savannah Foods

Savannah Foods (Pty) Ltd is a 100% Black-owned agro-processing company specializing in the manufacture of affordable canned African staple foods. Based in Lephalale, Limpopo Province, the company is committed to rural economic development, food security, and industrialisation through its flagship product, Mogodu Manje canned beef tripe.

FOOD CANNING

AGRO-PROCESSING

BIS FUNDED

100% BLACK-OWNED

LOCATION

4804 Church Street,
Onverwacht,
Lephalale

TOTAL INVESTMENT

R70 Million

PRODUCTION CAPACITY

20,000 cans/day

CONTACT

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CONFIDENTIAL — 2026

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COMPANY OVERVIEW

Savannah Foods (Pty) Ltd is a 100% Black-owned agro-processing enterprise headquartered in Lephalale, Limpopo Province, South Africa. The company was established with a clear and compelling mandate: to industrialise the production of affordable, ready-to-eat canned African staple foods that serve the dietary needs and cultural preferences of low- and middle-income consumers across South Africa and the broader Southern African Development Community (SADC) region. At its core, Savannah Foods bridges the gap between South Africa's rich culinary heritage and modern food manufacturing standards, making traditional dishes accessible on an unprecedented scale.

The company's flagship product, Mogodu Manje (canned beef tripe), represents a significant innovation in the South African food landscape. Mogodu (beef tripe) is a beloved traditional dish, deeply embedded in the cultural fabric of millions of South Africans, yet it has historically been available only through time-consuming home preparation or limited informal market channels. By canning mogodu at industrial scale using HACCP-compliant processes, Savannah Foods transforms a culturally significant dish into a convenient, shelf-stable, and affordable product that can reach consumers in every corner of the country.

Savannah Foods operates under the strategic framework of the Department of Trade, Industry and Competition (DTIC) Black Industrialist Scheme (BIS), having applied for support to establish its manufacturing operations. The company has also secured approval from the Department of Small Business Development (DSBD) Asset Assist Programme (AAP), Reference APP061474, confirming institutional backing and operational readiness.



BIS ALIGNMENT

The project aligns strongly with the DTIC Black Industrialist Scheme objectives: industrialisation of agro-processing, rural development and localisation, 100% Black ownership, creation of 100+ jobs, and import substitution with export development potential.

DETAIL	INFORMATION
Registration	Savannah Foods (Pty) Ltd
Location	4804 Church Street, Onverwatcht, Lephalale, Limpopo, 0555
Telephone	014 112 0546
Email	glen@savannahfoods.co.za
BIS Application	DTIC Black Industrialist Scheme
AAP Approval	DSBD Ref: APP061474

VISION

To become the leading African-owned canned food manufacturer on the continent, recognised for making traditional African staple foods accessible, affordable, and available to every household. Savannah Foods envisions a future where the richness of African culinary heritage is preserved and celebrated through modern food processing, reaching consumers in townships, rural villages, and urban centres alike, while simultaneously driving industrialisation and economic empowerment in underserved communities.

MISSION

Savannah Foods is committed to manufacturing high-quality, affordable canned African staple foods that honour traditional recipes while meeting the highest international food safety and quality standards. The company will achieve this by investing in state-of-the-art food canning technology, employing and upskilling local communities, sourcing raw materials from regional suppliers and farmers, and building a brand that resonates with the cultural identity and aspirations of its target market. Every can of Mogodu Manje represents not just a meal, but a step towards rural industrialisation, food security, and economic transformation in South Africa.

CORE VALUES

- **Quality Without Compromise:** Every product undergoes rigorous quality control, from raw material sourcing through retort sterilisation to final lab testing, ensuring that each can of Mogodu Manje meets the highest food safety and quality standards.
- **Cultural Authenticity:** Savannah Foods honours the traditional recipes and cultural significance of African staple foods, preserving authentic flavours while delivering modern convenience.
- **Economic Empowerment:** As a 100% Black-owned enterprise, Savannah Foods is committed to meaningful economic transformation through job creation (60% women, 40% youth), local procurement, and skills development in Limpopo Province.
- **Community Impact:** Beyond commercial success, Savannah Foods measures its performance by the tangible socio-economic difference it makes in Lephalale and surrounding areas.
- **Innovation & Growth:** The company continuously invests in process improvement, product development, and market expansion, with a clear roadmap from local market penetration to SADC and Middle East export markets.

"Mogodu Manje — Now every day is Mogodu Monday"

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PRODUCT PORTFOLIO

CORE PRODUCT — MOGODU MANJE

The flagship product, Mogodu Manje (canned beef tripe), is a ready-to-eat canned food product that brings the beloved traditional South African dish to consumers in a convenient, shelf-stable format. Mogodu (beef tripe) is one of the most culturally significant and widely consumed traditional foods in South Africa, particularly in township and rural communities. The name 'Mogodu Manje' translates loosely to 'Tripe Now', capturing the product's promise of instant availability without the hours of preparation traditionally required.

Each can contains carefully cleaned, prepared, and slow-cooked beef tripe in a rich, flavourful sauce that preserves the authentic taste of home-cooked mogodu. The product is processed using industrial steam kettles and retort sterilisation technology, ensuring complete food safety and a shelf life of 24+ months without refrigeration.

R36

RETAIL PRICE

24+

MONTHS SHELF LIFE

R10.10

GROSS PROFIT/UNIT

COST COMPONENT	AMOUNT
Production Cost	R14.50
Distribution & Retail Margin	R7.40
Marketing Cost	R4.00
Retail Price	R36.00
Gross Profit per Unit	R10.10

EXPANSION PRODUCTS (YEAR 2+)

- Canned Chicken Feet:** A highly popular street food and home dish, widely consumed across South Africa's township markets.
- Canned Giblets:** A versatile and affordable protein source used in stews and traditional dishes.
- Canned Corn and Vegetables:** Leveraging South Africa's agricultural output, extending the product range into vegetable canning.

The proposed brand name is **Manje**. The word "manje" in Zulu means "right now, instant, immediately, quickly" — ideal for a convenience "heat and eat" customer mindset. The proposed product name is **Mogodu Manje**, combining the traditional dish with the promise of instant availability. The proposed slogan: "Now every day is Mogodu Monday".

PROPOSED LOGO



Manje Brand Logo Design

LABEL DESIGN OPTIONS

Below are proposed label designs for the Mogodu Manje canned product, showcasing different visual approaches to the brand identity. Each option incorporates the traditional patterns and warm colour palette inspired by African heritage.



Option 1



Option 2



Option 3



Option 4



Option 5

ALL LABEL OPTIONS SIDE BY SIDE



Complete label design comparison — Options 1 through 5

Our initial ox tripe product is a well-known, traditional and sought-after meal amongst the black African demographic. It was decided to use patterns that are synonymous with African heritage and culture, incorporated with bold, bright colours to convey the brand's energy and authenticity.

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PRODUCTION PROCESS & CAPACITY

Savannah Foods operates a fully integrated food canning production line designed to process 20,000 cans per day across two 12-hour shifts. The production process follows a carefully engineered 12-stage workflow, from raw material sourcing through to finished goods distribution, with rigorous quality control checkpoints at every stage.



12-STAGE PRODUCTION PROCESS

- 1 **Raw Material Sourcing** — Beef tripe from local abattoirs in Limpopo and surrounding provinces
- 2 **Refrigeration & Cold Storage** — Raw materials transferred to cold rooms (0-4°C) or freezer rooms (-18°C)
- 3 **Defrosting Tunnels** — Controlled thawing, ~8,000 kg raw tripe per day, 9 batches/24 hours
- 4 **Industrial Washing** — Specialised tripe washing drums and high-pressure cleaning systems
- 5 **Cutting & Preparation** — Stainless steel preparation and meat cutting into uniform pieces
- 6 **Cooking (Steam Kettles)** — Steam jacketed kettles (500L-1000L) cook in proprietary sauce
- 7 **Filling & Dosing** — Automatic can filling and sauce/brine dosing machines
- 8 **Can Seaming** — Double-seam can seaming for airtight hermetic seal
- 9 **Retort Sterilisation** — High-pressure heat treatment for commercial sterility
- 10 **Cooling Systems** — Post-retort cooling to safe handling temperature
- 11 **Labelling & Coding** — Production dates, batch numbers, and expiry dates on every can
- 12 **Finished Goods & Distribution** — Storage and outbound logistics to market

Savannah Foods has adopted a refurbishment-first strategy for its manufacturing facility, selecting a leased premises in Lephalale that will be upgraded to meet full food-grade and HACCP-compliant standards. This approach reduces the initial capital requirement, accelerates time to market (6-9 months versus 18-24 months for new build), and minimises funding risk. Estimated refurbishment cost: R30 million.

FACILITY LAYOUT

AREA	SIZE	FUNCTION
Meat Canning Area	483 m ²	Primary production zone with full canning line
Can Sorting	326 m ²	Post-production sorting and quality inspection
Packaging	200 m ²	Labelling, coding, and carton packing
Dispatch & Receiving	248 m ²	Inbound raw materials and outbound finished goods
Stockpiling / Warehouse	740 m ²	Finished goods storage and pallet staging
Raw Material / Can Store	93 m ²	Dedicated raw material and empty can storage
Freezer	75 m ²	Cold storage for raw tripe at -18°C
Thawing	75 m ²	Controlled defrosting chambers
Incubation	75 m ²	Post-retort sample incubation (30-day holding)
Tripe Processing	51 m ²	Washing, cutting, and preparation area
Sauce Cooking	50 m ²	Dedicated sauce and brine preparation
Laboratory	47 m ²	Quality control testing and microbiological analysis
Offices	66 m ²	Administration and management
Canteen	55 m ²	Staff facilities and meal area

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MACHINERY & EQUIPMENT

Comprehensive Bill of Quantities (BOQ) for a 20,000 cans/day production line, totalling R36,440,000 in machinery investment.

CATEGORY	INVESTMENT	DESCRIPTION
Cold Chain & Raw Material Handling	R8,100,000	Industrial cold rooms, blast chiller, freezer room, pallet jacks
Cleaning, Defrosting & Preparation	R3,100,000	Tripe washing drums, high-pressure cleaning, defrosting tunnels
Cooking & Processing	R4,900,000	Steam jacketed kettles, steam boiler system, mixing systems
Canning Line (Core System)	R6,500,000	Can filling, sauce dosing, double-seam can seaming, can washing
Retort & Sterilisation	R5,600,000	Automated retort systems (critical compliance), post-retort cooling
Packaging & Finishing	R2,640,000	Conveyor system, labelling, inkjet coding, carton packing
Quality Control & Lab	R900,000	Microbiology testing, pH/moisture instruments, metal detectors
Logistics & Warehousing	R4,700,000	Forklifts, refrigerated trucks, delivery trucks
Total Machinery Investment	R36,440,000	

CRITICAL COMPLIANCE

The retort sterilisation system represents the single most critical compliance requirement in the entire production line. Without proper retort processing, canned foods cannot achieve commercial sterility, rendering them unsafe for consumption and non-compliant with food safety standards. Savannah Foods has allocated R5,600,000 for two automated retort sterilisation systems.

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MARKET STRATEGY & BRAND POSITIONING

Savannah Foods targets the substantial and growing market for affordable, convenient, culturally relevant food products in South Africa and the broader SADC region. The South Africa Canned Food Market was estimated at USD 131.84 million in 2023, with robust growth fuelled by rising disposable incomes and increasing demand for convenient, ready-to-eat food products.

TARGET MARKET

- Township and Rural Consumers:** Low- to middle-income households where mogodu is a staple cultural dish. The R36 retail price point is highly competitive.
- Urban Working-Class Consumers:** Time-constrained urban workers who want traditional meals without preparation time.
- Institutional Market:** Schools, hospitals, mining hostels, and government feeding schemes with long shelf life and affordable pricing.

GO-TO-MARKET CHANNELS

CHANNEL	PRIORITY	STRATEGY
Spaza Shops	Primary	Extensive network of informal retail outlets in townships and rural areas
Supermarkets	Secondary	Formal retail chains for urban market penetration and brand visibility
Online Platforms	Growth	E-commerce channels for urban consumers and diaspora markets

"Mogodu Manje — Now every day is Mogodu Monday"

SWOT ANALYSIS

STRENGTHS Unique traditional taste; trusted brand partnerships (Nampak); expert dietician on team; 100% Black-owned	WEAKNESSES Initial product appeals to specific demographic; limited target market initially; new entrant in market
OPPORTUNITIES Export to international markets; new product variations; contract manufacturing; dog food range from leftovers	THREATS Competition from similar products; distribution channel limitations; raw material price fluctuations

Savannah Foods has established a network of strategic partnerships that provide end-to-end capability across the value chain, from packaging and engineering through to distribution and marketing.

Nampack**PACKAGING & COMPLIANCE**

South Africa's leading packaging company, providing cans, lids, and packaging compliance expertise, as well as product development support.

PKA International**ENGINEERING & PLANT DESIGN**

Specialist food processing engineering firm responsible for plant design, equipment specification, and technical oversight.

Sales Colab**MARKET STRATEGY**

Strategic marketing and sales consultancy providing go-to-market planning, brand development, and channel strategy.

Key National Distributors**NATIONAL DISTRIBUTION**

Established national distribution network enabling rapid market access through existing retail and wholesale channels.

Local Abattoirs**RAW MATERIAL SUPPLY**

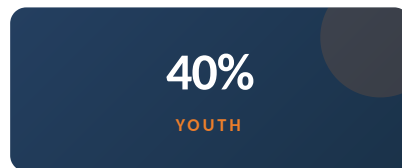
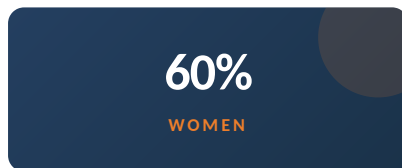
Regional abattoir partners supplying beef tripe, cow heel, and other raw materials on a consistent and reliable basis.

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HUMAN CAPITAL & TRANSFORMATION

Savannah Foods will employ approximately 110 people across the full value chain, with specific transformation targets for women and youth representation.

DEPARTMENT	HEADCOUNT	KEY ROLES
Management	10	CEO, COO, CFO, Production Manager, QA Manager, HR Manager, Supply Chain Manager, Sales Manager, Compliance Officer, IT/ERP Manager
Production & Processing	50	Machine Operators (20), Food Handlers (20), Line Supervisors (5), Production Technicians (5)
Raw Material Procurement	10	Procurement Officers (2), Supplier Liaison Officers (2), Collection Drivers (6)
Quality Assurance	8	Food Scientists (2), Lab Technicians (3), QA Inspectors (3)
Logistics & Distribution	15	Truck Drivers (6), Warehouse Controllers (3), Dispatch Coordinators (3), Loaders (3)
Sales & Commercial	7	Sales Representatives (4), Key Accounts Manager (1), Marketing Officers (2)
Support Services	20	Cleaning Staff (8), Maintenance Technicians (6), Security Personnel (6)
Total	110	



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FINANCIAL OVERVIEW

Savannah Foods' financial model demonstrates strong commercial viability, with robust revenue generation and healthy profit margins driven by favourable unit economics of canned food production.

R7.5M

MONTHLY EBITDA

R5.15M

MONTHLY NET PROFIT

R216M

ANNUAL REVENUE

METRIC	VALUE
Daily Production	20,000 cans
Monthly Output	500,000 cans
Selling Price per Can	R36.00
Production Cost per Unit	R14.50
Gross Margin per Unit	R21.50
Monthly Revenue	R18,000,000
Cost of Goods Sold	R7,250,000
Gross Profit	R10,750,000
Total OPEX	R3,250,000
EBITDA	R7,500,000
Net Profit (Monthly)	R5,150,000

5-YEAR PROJECTION

YEAR	REVENUE	NET PROFIT
Year 1	R216m	R61m
Year 2	R240m	R68m
Year 3	R265m	R75m
Year 4	R290m	R82m
Year 5	R320m	R91m

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FUNDING STRUCTURE & CAPITAL REQUIREMENT

The total project cost is R70 million under the refurbishment model. The funding structure balances grant funding, debt, and equity to minimise financial risk while maximising leverage of available government support programmes.

CATEGORY	AMOUNT	DESCRIPTION
Facility Refurbishment	R30 million	Leased facility upgrade to HACCP-compliant standards
Machinery & Equipment	R25 million	Complete 20,000 cans/day production line
Working Capital	R15 million	Initial raw materials, inventory, and operational ramp-up
Total Project Cost	R70 million	

SOURCE	PERCENTAGE	AMOUNT	DESCRIPTION
BIS Grant	30%	R21 million	DTIC Black Industrialist Scheme grant
Loan Funding	50%	R35 million	Commercial/development finance loan
Equity Contribution	20%	R14 million	Owner equity contribution

DEBT REPAYMENT MODEL

PARAMETER	VALUE
Loan Amount	R35,000,000
Interest Rate	11% (Prime-linked)
Term	8 years
Grace Period	12 months
Year 1 Repayment	Interest only: ~R320,000/month
Year 2-8 Repayment	Principal + interest: ~R600,000-R700,000/month

Food safety and regulatory compliance are foundational to Savannah Foods' operations. The company is committed to meeting or exceeding all applicable South African and international food safety standards.

HACCP IMPLEMENTATION

The entire production process is designed around HACCP principles, with critical control points identified and monitored at every stage. The facility layout incorporates dedicated zones for each production stage with physical separation between raw material handling, processing, and finished goods areas to prevent cross-contamination.

QUALITY CONTROL LABORATORY

A 47 m² dedicated quality control laboratory equipped with microbiology testing equipment, pH and moisture testing instruments, and food-grade metal detectors. Staffed by two food scientists, three lab technicians, and three QA inspectors.

KEY COMPLIANCE AREAS

- **Double Seam Integrity:** Hermetically sealed double seams with regular inspection and teardown testing.
- **Metal Detection:** Food-grade metal detectors scan every can before labelling.
- **Traceability:** Production dates, batch numbers, and expiry dates printed on every can.
- **Building Standards:** Compliance with SANS 10400 building regulations.

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SOCIO-ECONOMIC IMPACT

IMPACT AREA	DESCRIPTION
Direct Employment	100+ permanent jobs, 60% women, 40% youth
Rural Industrialisation	Modern food processing facility in Limpopo Province
Food Security	Affordable, shelf-stable protein for low-income households
Local Agricultural Support	Consistent demand for raw materials from local suppliers
Skills Development	Training and upskilling in food manufacturing and quality control
Import Substitution	Local production reduces reliance on imported processed foods
Export Revenue	Future export to SADC and Middle East markets

100+

PERMANENT JOBS CREATED

88%

ROI (YEAR 1)

COMMUNITY IMPACT

Beyond commercial success, Savannah Foods measures its performance by the tangible socio-economic difference it makes in Lephalale and surrounding areas. Every can of Mogodu Manje represents not just a meal, but a step towards rural industrialisation, food security, and economic transformation in South Africa.

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EXPANSION STRATEGY

Savannah Foods has developed a clear, phased expansion strategy that balances prudent risk management with ambitious growth objectives.

PHASE	FOCUS	KEY MILESTONES
Year 1	Local Market Penetration	Full production at 20,000 cans/day; brand launch in Limpopo, Gauteng, North West
Year 2	SADC Export + New Products	Export to Botswana, Zimbabwe, Mozambique, Namibia; launch chicken feet, giblets, corn
Year 3-5	International Growth	Middle East export markets; new production facility planning; capacity doubling



Manje — Right Now, Instant, Immediately

DOCUMENT	DESCRIPTION
SAVANNAH FOODS - Business Plan	Comprehensive business plan submitted for BIS funding, covering executive summary, strategic alignment, business model, operational plan, machinery BOQ, financial model, and capital requirements.
SAVANNAH FOODS - Offer (DSBD AAP)	Official approval letter from DSBD Asset Assist Programme, Reference APP061474, dated 26 March 2026, approving funding of R245,000.
Savanna Foods Technical Agreement	Technical agreement with PKA International governing engineering design, equipment procurement, and installation oversight.
Building General Arrangement Plan	Architectural and engineering drawings showing the complete facility layout.
BIS Application Documents	Full application package submitted to DTIC Black Industrialist Scheme.

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