



SAUCES | DIPS | CONDIMENTS | DRESSINGS | MARINADE & BASTINGS

We Bottle Emotions, Discover Yours...



Profile

# About Minnies

Minnies was established in 1993 and specialises in the manufacture of 50 bespoke:

Sauces

Dips

Condiments

Dressings

Marinades & Bastings

This range is constantly updated and improved upon. Be sure to visit our website [www.minnies.co.za](http://www.minnies.co.za) in order to be kept updated on the goings-on in Minnies.

Our vast network is open to you. Where possible we will go the extra mile to help you achieve your goals. We're not just about 'sauces'. In fact we supplied ingredients for soft serve ice cream to a customer in Africa.

All our products were developed from the ground up. Each and every product has its' own uniquely distinct flavour. From mild to wild our vast flavour offerings will surely find a place in your business or home!

Minnies uses the best ingredients available as this will reflect in the quality of the end product. So no skimping. No 'cheating'. If the products we manufacture are not good enough for us to consume, it's definitely not good enough for you.

Minnies has a strong food safety program in place and is FSSC 22000 certified. In addition to this we subscribe to all South African regulations.

Minnies is halaal certified by SANHA and is also a member of Proudly South African



**FDA**  
REGISTERED  
**FSSC 2000**  
CERTIFIED



# SET YOUR TASTEBUDS FREE

NAMIBIA

BBQ REUNION BASTING CHICKEN SAUSAGE TASTY CHICKEN MENC PRIVATE LABEL SAVING SAUSAGE TASTY PERI PERI PRIVATE LABEL HOTT HOTTT HOTT HOTTT HOTT HOTTT HOTT HOTTT OMAN FRUIT PASTA SEYCHELLES PASTA R & D FISH GOURMET PASTA ZAMBIA MEAT DISH BBQ ZEALAND BREAKFAST HORECA COOK-IN SAUCE BURGER PIZZA PRIVATE LABEL R & D FISH GOURMET PASTA ZAMBIA MEAT DISH BBQ ZEALAND BREAKFAST HORECA COOK-IN SAUCE BURGER PIZZA PRIVATE LABEL R & D FISH GOURMET PASTA

UNITED KINGDOM

RECIPE BRAAI DINNER BBQ COST SAUCE INDIA SINGAPORE RECIPE FRUIT SAUCE SPICY MENU BREAKFAST MALDIVES SAUCE IANGY SERVING MAYOTTE HO' DUJABOUTI DINNER EMOTIONS SAUCE MALDIVES FLAVOUR DRESSING MARINADE FOOD SERVICE SAVING FLAVOUR JALAD DRESSING MARINADE FOOD SERVICE SAUCE IANGY SERVING MAYOTTE HO' DUJABOUTI DINNER EMOTIONS SAUCE MALDIVES FLAVOUR DRESSING MARINADE FOOD SERVICE SAVING FLAVOUR JALAD DRESSING MARINADE FOOD SERVICE



# Industries We Service

## Retail

Minnies supplies most of the major chains in South Africa including the independent market. Available in 100 ml, 250 ml & 500 ml (PET)

## Food Service (HORECA)

Minnies supplies this industry in South Africa and abroad including some very well known chicken franchises. Available in 2 l & 5 l (PET & HDPE) and Sachets (5 ml - 15 ml)

## Export

Minnies products are exported both directly and indirectly to well over 36 countries. Minnies also private labels for a few select companies. We have a few exclusive Distributors in certain countries.

## Private Branding Labels

Minnies can manufacture under your brand. This is available for sachets, Retail & Food Service (HORECA) packaging. Visit the FAQ section on our website to discover more or send us an e-mail request.

Labels are available in different languages such as: English, French and Portuguese.  
English and Arabic.

Depending on volume we can print in other languages.



# Our Offerings



Research & Development



Product Flavour Development



Cost Saving Exercises



Food Preparations



Assistance with new  
& Current Menus



Private Branding

Visit our FAQ page on our website  
for more information

[www.minnies.co.za](http://www.minnies.co.za)



# Export Journey

- Export Journey Began 15 Years ago
- Engage in different companies ie TIKZN, SEDA, Productivity SA, Edtea and DTIC
- Tikzn – 1<sup>st</sup> step
- Attend masterclass export 101 etc

# Starting Up

- Perseverance and never give up
- Passion for your brand
- Believe in your Product
- Research
- Laws, Trends , Legislation of the country
- Ensure Ingredients comply
- Ensure Label meets countries requirements
- Certification, food Safety, Halaal, COC, COA

# Trade Shows/ Outward Missions

- Do your costings
- Ensure you take into account Shipping and fluctuations
- Understand Shipping Terms
- Ensure you are clear with your cost, are you allowing for additional discounts, confidential discounts
- What happens if there are listing fees? Who covers?
- Most importantly be present and be there to sell your product, this is not a holiday
- Engage with customers



# Trade Shows

- Be prepared to spend money, spending money makes money, have enough marketing material in the language required if possible
- Be available to attend the same show at least 3 times
- Understand the culture , do you shake hands? How to hand out business cards etc?
- Work hard, long hours
- Do not overpower customers, not a flea market
- Do not bad mouth SA or the event , you are not only representing your brand but South Africa
- Wear comfy shoes but look smart and professional

# Payment

- Funds upfront
- Terms?
- LC Understand fully

# Video

<https://www.youtube.com/watch?v=PU1UOPY4KUQ&t=18s>

## Minnies Food Enterprise

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