

## **The Restaurant Association of South Africa (RASA) announces the launch of their Food Safety initiative**

Wendy Alberts, CEO of RASA, today revealed details of a Food Safety initiative that will be implemented by members of the Restaurant Association of South Africa.

“We are proud to be instrumental in the implementation of a food safety program which meets International requirements. We believe this initiative will enhance the dining experience of all South Africans and align our industry with global best practices.”

“The program is designed as a multi staged approach culminating in restaurants and food establishments meeting and maintaining enhanced Food Safety standards. This initiative comes at a time of anticipated increase in tourist levels to South Africa, particularly the Soccer World Cup in 2010.”

This initiative will be known as ‘**RASA Eat Safe**’ and participating RASA members will display an ‘**Eat Safe**’ Certificate, indicating their level of compliance. Patrons will, in this way, be able to identify establishments meeting defined Food Safety requirements.

For further information regarding participation in this exciting project please contact the Project Director, Peet Grobler via the RASA Head Office. Tel. 011 705 2054.