

Restaurants prepare for 2010

Restaurants cook up special menus to lure diners

From World Cup set menus to flogging curios, South African restaurants, chisa nyamas and pubs are planning to make as much money as possible during the 2010 tournament.

- [Slideshow: Hitting the road](#)
- [World Cup marketing](#)
- [World Cup fever!](#)
- [2010 and Confed Cup](#)

With exactly a year to go till the big event, establishments are already taking steps to lure tourists by planning menus of local dishes and installing big-screen TVs.

The Restaurant Association, which represents more than 2500 restaurants, including chains such as Spur, Mugg & Bean, Dulce, Ocean Basket and Mike's Kitchen, is planning standard 2010 menus for all members that have a 2010 sign outside their establishments.

Wendy Alberts, spokeswoman for the association, said: "We plan to have a set menu with South African dishes such as springbok, with shooters with local names, and [to install] big screens so that people can have dinner and watch the games at the same time."

She said diners will be able to buy mini soccer towns, soccer jerseys and T-shirts, and a promotion will be run in which customers stand to win a trip if they dine at certain restaurants.

Mzoli's — a chisa nyama in Guguletu, Cape Town — which was recently featured in the magazine of celebrity chef Jamie Oliver, plans to use the Confederations Cup to see what it can do to "be the best for 2010".

Owner Mzoli Ngcawuzele said: "We are testing the waters with the Confederations Cup. We have erected marquees with several big screens for standing and seated crowds. We will also serve our traditional meals and have chisa nyama [braai] at the same time."

"If we get anything wrong this time, at least we will be able to fix things for 2010."

Other restaurants have already undergone extensive renovations to enable them to accommodate more people during the World Cup.

Sakhumzi's, in Soweto, has increased the number of diners it can accommodate from 300 to 450 and aims to market itself as an iconic eatery close to the home of former president Nelson Mandela. Owner Sakhumzi Maqubela said his staff would give history lessons to tourists and he will erect big-screen TVs and sell memorabilia.

His popular menu of traditional African fare will not change, however.

"People will be able to take away so much more because we will give lessons on Vilakazi Street so they know they are in a great place where Mandela used to stay.

"The Tutus are still here and this street also has a history with the Soweto uprising," Maqubela said.

He said patrons would be served meals such as samp and stews, and other warm dishes.