

**PRESS RELEASE**  
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## **Soweto Food Festival: eKasi, koeksister, cordon bleu – you decide**

The first ever Soweto Food Festival – an initiative that is destined to become a landmark event in the annual Soweto social calendar – was launched today.

It comes at a time when the most famous township in the world is reinventing itself and re-emerging as one of the most exciting social and cultural melting pots in South Africa – and so the festival will play a dual role of showcasing the very best of eKasi food and international cuisine side by side.

The line up promises to be an eventful and exciting one, giving stokvels a colourful platform to present their unique cooking, while eKasi restaurants will offer visitors a taste of their most innovative and best loved traditional dishes.

Cultural cafes will demonstrate different ways of preparing foods from various cultural groups such as Tswanas, Xhosas, Zulus, Pedis, Vendas. Fast food cafes will translate the likes of vetkoek and bunny chow into what is better known as magwanya and sephatlo in the townships.

An interactive Chefs' Kitchen will demonstrate tastes and techniques from around the globe and a New Tastes Zone will feature the very latest food trends. This will enable local residents who may not have the opportunity to travel internationally, the opportunity to taste different foods of the world, without leaving Soweto. The idea is to have a cultural exchange, using food as the platform, between South Africa and other countries from around the globe.

Visitors will be able to compare South Africa's best beers and their international counterparts at The Beer Garden and The Wine Route will take a trip around our finest and most popular wines. The Whiskey Bar & Cigar Lounge will allow guests to kick back and network with some single malts.

As a way of giving back to the community the organisers – dynamic sister team Mavis and Refiloe Mataboge – have planned an information exchange programme of discussions around healthy eating on a budget, growing your own vegetables, managing chronic health issues and organic food.

And in keeping with the family feeling that is epitomized in eKasi living, everyone in the family is catered for – kids will be entertained by a wide range of activities in an area dedicated to their enjoyment and safety.

People with a passion for food should make a date in their diaries to get to the Hyundai Stadium in Pimville, Soweto between 1 and 4 October 2009.

It's on the main drag into Soweto, so access and parking will be easy and security

has been well taken care of. For those who don't want to drive, shuttle services are being arranged from the northern suburbs.

For the public, the Soweto Food Festival is a not to be missed opportunity to taste the cultural diversity that is proudly South African. It's also poised to serve up a feast of advertising and branding opportunities for companies and organisations with a taste for the very latest in what's hot and what's cool in terms of local and international cuisine.

**Ends/**

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### **Notes for the editor**

- Tickets cost R35 per adult and R10 per child and will be available at the entrance . Please also check the website for updates on ticket sales.
- For further information, the public can visit [www.sowetofoodfestival.co.za](http://www.sowetofoodfestival.co.za) <<http://www.sowetofoodfestival.co.za>> . There is also a section on the website for restaurants, chefs, retailers and those wishing to participate in the Soweto Food Festival.
- To stay in touch, follow the developments and progress on [www.twitter.com/sowetoFF](http://www.twitter.com/sowetoFF)

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### **On behalf of**

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## FOUNDER PROFILES

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**Refiloe and Mavis Mataboge are sisters and co-founders of Ideas Zone – a company dedicated to the identification and birthing of new business opportunities.**

### **Refiloe Mataboge**

**After completing a BA Honours degree in Sociology, Refiloe joined the world of market research, strategic planning and advertising, where she worked for many years.**

**She received an award for the Best Paper in Innovation at the 2004 South African Market Research Association (SAMRA). She has also presented at the Esomar Conference (London) and presents regularly at related conferences in South Africa. Refiloe has also served on the board of ABC Ulwazi as Chairperson.**

**As an acknowledgement of her efforts and initiatives in the research and advertising industry, in 2007 Refiloe was selected one of three South African businesswomen to take part in a month long international co-mentorship programme organised by FORTUNE Magazine, the US State Department and Vital Voices.**

### **Mavis Mataboge**

**Mavis studied management at Wits Technikon and started her career in the area of procurement and logistics in the telecommunications industry. She prides herself in good negotiation skills and is passionate about empowerment and transferring of skills.**

**Mavis has also studied in the areas of: Strategic Inventory Management, Practical Business Law for Managers and Leadership.**

**She is a member of the Institute of Purchasing and Supply, South Africa.**

## FREQUENTLY ASKED QUESTIONS

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### 1. Who are the people behind the Soweto Food Festival?

The Soweto Food Festival is the brainchild of sisters Refiloe and Mavis Mataboge – co-founders of the company Ideas Zone. Both accomplished businesswomen in their own right, the sisters have come together to form Ideas Zone, a company dedicated to identifying business opportunities, finding the right partners and bringing the opportunity to life. The company was registered in 2001 and operated in the area of market research before returning to its original purpose in 2009 – giving life to new business ideas.

### 2. What inspired you to do this?

We have often asked ourselves – what makes people go back to Soweto? It's the food. It's the vibe. It is about the connection between people, food, places and events. Soweto is such a colourful place – full of life and nobody is telling the food story – we recognized an opportunity. We want people to share in the food of the township. We also recognize that many people in the township may not get the opportunity to taste the foods of the world – at The Soweto Food Festival they can.

### 3. What does Kasi mean?

Kasi is township in township lingo.

### 4. What is a food festival?

In our minds, it is the coming together of people to celebrate food in all its flavours – local and international. It's a gathering to recognise and uphold talent, to taste different foods, to socialize, to learn, to share in the ritual of food and the role it plays in our lives and to enjoy the festivities that surround food.

**5. What are you hoping to achieve?**

We would like to put township food on the map and to bring international food to the township. We would like this to become a highlight on the annual calendar in Soweto and in South Africa.

**6. Will this be an ongoing annual event?**

Yes.

**7. What will be on offer?**

With this being the Soweto Food Festival, our homegrown offering is township – Kasi food. Township stokvels (informal groups of people who gather to cater for special occasions); catering companies; restaurants and chefs from the township will showcase their talent and their food. Traditional food such as Zulu, Xhosa, Tswana, Swazi, Venda – to name a few – will be on offer. Kasi fast food – vetkoek / magwenya, bunny chow / kota / sephatlo etc. will be on offer. Beyond the township, we will have other South African restaurants, chefs and food companies sharing their tastes with visitors. We will bring the tastes of the world to the township by inviting the Embassies in South Africa to bring their countries' food to the festival. There will be wine tasting, whiskey tasting, a beer garden and areas available to network and socialize with festival visitors. There will be entertainment and a showcasing of local talent. We will also have an area dedicated to learning about organic vegetable growing, health, nutrition and careful budgeting around grocery shopping. There will be an area dedicated to children's entertainment too.

**8. Who is it aimed at?**

People from Soweto and other townships around Gauteng, the general Gauteng public and visitors to the area are all welcome. We'd love to see international guests to Johannesburg joining us too.

**9. Do you see this appealing to the local and international market?**

**Yes – this is something new, something different and Soweto is an exciting place, in the process of re-inventing itself and emerging as a social and cultural melting pot. So the Soweto Food Festival should have a widespread appeal.**

**10. Is this only about township food?**

**No. We will showcase South African restaurants and food as well as food from around the world too.**

**11. Why now – in the middle of an economic slump?**

**Food is an integral part of everyday life. We still celebrate with food – perhaps on a tighter budget – but it still brings families and friends together. The Soweto Food Festival aims to bring opportunities to those who participate, by showcasing their talents, products and offerings to visitors.**

**12. Why Soweto when there is a perception that it is unsafe?**

**It is a perception that we can challenge – it is not a reality. Safety is a South African problem – not a Sowetan problem. We have taken the correct security measures into account – in consultation with JOC and private security companies. The venue itself is also very easily accessible – on a main artery into and out of Soweto.**

**13. Are there any employment opportunities for the local community?**

**We will be using a combination of local Soweto suppliers and suppliers from outside Soweto – this creates business opportunities for those involved. The festival will create opportunities for those businesses that participate in the Festival – by offering a platform for them to showcase their offerings.**

**14. Can I bring my children and is there something for them to do there?**

**Yes – there will be entertainment facilities available for children.**

**15. Where is it happening?**

**Hyundai Stadium – previously known as the Simba stadium (near Soweto College).**

**16. What about parking?**

**There is parking available – behind the stadium and at the school next door. Marshalls and security guards will be available to safeguard the car park.**

**17. Are you arranging a public transport system?**

**We will have a shuttle service available from a central point in the Northern Suburbs.**

**18. How much will it cost per person and what do you get for that?**

**The tickets will cost R35 each. This includes a goodie bag with tokens that can be exchanged for food taster portions or beverage samples – this will be enough to give visitors a good taste of the food at the festival. Visitors will also be able to purchase additional tokens for food and beverages at the festival.**

**19. What are the opening and closing times?**

**It will open at 10h00 and close at 18h00.**

**20. Will the emergency services be on hand for anybody who may need it?**

**Absolutely – we are working closely with JOC and private companies to ensure that the requirements are met.**

**21. Will alcohol be on sale at the venue?**

**Yes – there will be areas offering wine, whiskey, cocktails, beer and other drinks to visitors.**

**22. What is the difference between the Soweto Food Festival, Soweto Wine Festival, Soweto Festival and Soweto Shopping Festival?**

**This is a festival dedicated to food – to put township food / kasi on the map and offer a taste of other South African and International food to visitors. It is the opportunity to celebrate all that food means to South Africans – from various walks of life.**