

Company Profile

Of

NuBerry Fruits (Pty) Ltd



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VAT No: 417 022 1123

Company registration no: 2012 / 017407 / 07

1. Background

➤ Company History

NuBerry Fruits (PTY) Ltd was established in 2005 and supplies a wide range of fruit preparations, syrups and product specific applications to the dairy and drinks industries. We supply our customers with value added products, which in return supplies the South African market with branded and own label products.

Through our experience and commitment from our employees we will strive to be the best at what we do, and will achieve this by delivering the highest standards of quality and service.

➤ What we do

Nuberry's core business is to supply dairies with value added fruited or smooth yoghurt preparations and colour / flavour compounds.

We use a range of double jacket hot water vessels which allows us to batch manufacture from as little as 100kg up to 5000kg batches.

Our processes and equipment also allows full flexibility and back up during planned maintenance, unforeseen break downs or unforeseen orders uplifts.

We are fully equipped for a-septic filling or hot filling across various weight and packaging configurations to suit individual customer needs and requirements.

Our dedicated and segregated receiving, manufacturing and despatch areas allow for best possible product, process and people flows.

2. Vision & Mission

➤ Vision statement

- Our VISION is to be one of South Africa's premier food companies, offering nutritious, superior tasting products to our customers. By premier we mean competing with the best in terms of overall customer value, service and quality.

➤ Mission statement

- Nuberry will achieve profitable growth through outstanding customer service, innovation, quality and commitment.

➤ Values

- Service Excellence: Our customer is our business, and the reason why we are in business.
- Quality: The cornerstone of our business – striving to do things right first time without fail.
- Integrity: To act with honesty and integrity without compromise.
- Efficiency: Being efficient and effective in our approach to deliver what we promise.
- Innovation and creativity: Maintain and promote our innovative and creative spirit.

3. Products & Services

➤ Products

- Flavoured fruit and syrup preparations for use into fruited and "smooth" yoghurts.
- Fruit preparations for use into "smoothies".
- Various flavour and or sweetener compound combinations for use into the dairy and drinks industries.
- Cost saving solutions for reconstituted fruit/nectar/juice concentrates.
- Liquid or powder based formulations for the manufacture of dairy blend / milk blend type drinks.

➤ Services

- New product development.
- Existing product improvement.
- Multi beneficial cost saving projects and initiatives.
- Recipe formulations.
- R&D of new or better process / product / recipe.

➤ Business competitiveness

- Service excellence and superior quality.
- Proven track record since inception in 2005.
- Small enough to react quickly to a changing world.
- Big enough to deliver what is required.
- Driving a continuous improvement culture.
- "Best in business" lead times.
- In house skills, expertise and experience

➤ Technical Accreditation

- FSA audits: 2015/16-88.2%
- Integrated Quality management system based on strong HACCP principles.
- FSSC 22000 accreditation.

4. Management & Ownership

➤ Directors

- Robert Burton (National Dip Food Technology)
- John Burton (B.Com (Accounting); B.Com Hons (Accounting); CTA; CA(SA))

➤ Managers

- Managing Director: Ron Richardson
- Technical / NPD: Janine Bamberger (National Dip Food Technology)
- Factory: Pieter Strydom
- Finance: Charmaine Prinsloo (National Diploma Government Finance)
- Production: Dayon Cloete
- Logistics: Robbie Burton

➤ **Staff compliment**

We employ a total of 70+ permanent staff which includes a total of **5 food technologists**.

➤ **BBBEE**

- NuBerry Fruits (PTY) Ltd has obtained a Level 6 BBBEE certificate for the period 28 October 2016 until 27 October 2017.

5. Portfolio

- Our larger customers include (in alphabetical order) Dairy Exchange, Darling Romery, Fairfield Dairies, Regal Fruits, Sonnendal and Sundale.
- Our main stream products are represented in yoghurts and dairy blend drinks across all major supermarkets including Woolworths, Spar, Pick&Pay and Shoprite.
- Our products are also exported to 3 dairies in the Middle East, as well as into numerous African countries.

**Thank you for taking the time to read our company profile.
If there are any questions or comments, please feel free to contact us.**