

OUR VISSION

To serve affordable, healthy, and substantial meals, prioritizing convenience and consumer satisfaction through innovation, resilience, and customer-centric practices.

OUR MISSION

To become Africa's largest food service exporter, expanding our brands, values, and impact globally.

OUR VALUES (FRESH)

Do you know what truly defines us? It's our five core values. These guiding principles shape why we do what we do, and everything we undertake promotes and supports these values.

Our values define our identity, shape our culture, and ensure that we are always doing the right thing.

F - FAMILY

We prioritize taking care of ourselves and each other, sharing goals and dreams, and bringing out the best in everyone. We transform our entire crew into leaders and extend that sense of family to our guests. We are family now—feel the love.

R - ROBUST

We are committed to growth and scalability, which is essential to our mission of being accessible to all our esteemed customers, no matter where they are.

E - ETHICS

We believe in doing the right thing through the best means. We are sincere and straightforward with our promises, ensuring we fulfill them. We take responsibility for our shortcomings, accept help, and share our successes with the team.

S - SERVE

By leveraging the strengths of our diversity through teamwork and collaboration, we serve at our highest capacity. This commitment benefits store operators, team members, and guests through customer-centric behaviors.

H - HYBRID

We are dedicated to constant improvement and exploring new ways and processes through technology, convenient delivery options, and customer engagement cultures.

