

# Dinner MATES

Excelling in Food Products

Quality  
chicken  
and meat  
products

PORTION CONTROLLED  
CONVENIENCE

main meals • fast foods  
cocktail snacks • vegetarian  
cold meats • dried meats

Factory sales direct to the public

Tel: 015 516 1514/15 | Fax: 015 516 1163  
factory@dinnermates.co.za  
Unika street, Industrial Area, Louis Trichardt

Marketing & Distribution:

Tel: 011 462 0020  
011 462 0039 | 011 032 8600  
Fax: 011 462 0032  
sales@dinnermates.co.za  
20 Precision Street, Kya Sand

ZA 113 / ZA 200

**CSAAFoST Custodian**  
promoting food professionalism  
in Southern Africa



www.dinnermates.co.za

# Celebrating 30 YEARS

## The man behind DinnerMates



Mr Robert Rauch.

From childhood, Robert Rauch has had a passion for food.

Already at an early stage of his life, he knew that he was destined to become a butcher, watching his mother and father run a successful butchery and restaurant in Germany.

Robert's journey towards fulfilling this dream began to take shape in 1965, when he trained as a butcher and a chef. The first milestone in his career came in 1971, when he qualified as a Master Butcher.

With his ambition not restricted to the confines of his native Germany, Robert started to travel. Robert and his wife Uschi immigrated to South Africa in 1973. With his ambition being his driving force, Robert ventured into the self-employment market, opening up his own business, El Corro Butchery and Delicatessen, in Northcliff (Johannesburg) in 1979. The business specialized in producing quality sausages and polonies, hams, etc. and catering for functions.

Soon afterwards, in 1981, DinnerMates was founded in Cape Town, with their products being distributed to Johannesburg. Within two years, however, the company's premises were too small. Something needed to be done. Robert decided to move his company to Louis Trichardt.

In 1985, construction on the purpose-built DinnerMates factory in Unika Street started. The official opening took place on September 2 of that year.

In 2001, Robert became the sole owner of DinnerMates. Four years later, in 2005, DinnerMates'

dried meats factory was modernised and is now a separate entity approved for EU export. The next year, 2006, also saw the opening of DinnerMates' marketing and distribution centre in Kya Sand. Another milestone for the company was when the factory achieved ZA113 listing for export to the EU in 2007. Regular inspections ensure the highest international standards of hygiene and quality assurance are maintained.

Apart from being EU ZA113 approved, the company has also obtained ZA200 approval on the Kya Sand depot for supply in the EU, which sets the highest standard in the world.

Those who know Robert know that he is no stranger to hard work. He does not deny that the secret ingredient to any delicious recipe and in any successful business is an individual's input.

DinnerMates' reputation has been built on innovation and excellence in service and the company is quality driven. Since 1988, the company can boast numerous achievements and has received Service Provider of the Year, Supplier of the Year, Innovator of the Year, Certificate of Achievement, Exceptional Services Rendered as well as exhibitor awards. Robert himself has also been voted Businessman of the Year three times by the Soutpansberg Chamber of Commerce.

"Thank you to the DinnerMates team at Kya Sand and Louis Trichardt who contributed to make our company such a long ongoing success story, because without you this would not have been possible.

"Thank you also to the food industry and our clients for their ongoing support. Together we can all go from strength to strength. Lastly, a big thank you also to all the professionals from the health authorities, press and food sector who have given us their valued input over the years," says Robert.

## A company built on innovation

DinnerMates in Louis Trichardt celebrated three decades of service excellence on 2 September this year.

The DinnerMates reputation has been built on innovation and service excellence and the company is quality driven on product and service consistency.

DinnerMates is a specialised supplier of various meat and chicken products, which are mostly value added, portion controlled and easy to prepare, with menu lines that are both timesaving in preparation and cost effective. They offer specialised food products to the food and hospitality industry for multinational companies, national fast food outlets and steakhouses etc. and provide import replacement, i.e. dried meat, for the soup industry, export and local market. "Our plant is regularly inspected by health inspectors and state veterinarians, ensuring that the highest international standards of hygiene and quality are maintained," says owner Robert Rauch.

DinnerMates adds and extends all the time, developing new products to suit customer requirements and applications in the most cost-effective way. For the benefit of their clients, they do their best to interpret market trends by pro-active development of new, safer and more cost-effective and attractive products.

DinnerMates sets its standards by maintaining uncompromising excellence in providing quality, portion-controlled products, by being flexible and innovative, and ensuring convenience and customer service. Rauch has been a professional member of SAAFoST since 1976 and DinnerMates the company has been a SAAFoST CUSTODIAN since 2004, which is only given to organisations willing to go the extra mile in promoting professionalism in the food industry. Honesty, reliability, commitment to

continuous customer care and integrity are inherent company policies - uncompromising excellence in all aspects. "Consistent customer service brings consistent customer satisfaction, which is why DinnerMates is renowned in the food industry and still keeps growing. It makes good sense to put quality on your plate!" says Rauch.

A minimum of 90% of orders placed today is delivered the following working day in the greater Gauteng Province. The DinnerMates fleet of refrigerated trucks handles distribution. They also distribute country wide via selected distributors and here in Louis Trichardt, the public can buy directly from the factory shop situated in Unika Street.

## DinnerMates on kykNet

With DinnerMates in Louis Trichardt celebrating its 30th birthday this week, residents will have the opportunity to take a closer look at this business on kykNet this coming Saturday, 5 September.

The company will be featured in the breakfast programme *Ontbytsake* which will be broadcast between 07:30 and 09:00 on DSTV channel 144.

The episode will have repeat broadcasts on Sunday, 6 September, between 07:30 and 09:00 and again on Tuesday, 8 September, and Thursday, 10 September, between 13:00 and 14:00. On Channel 145, *KykNET & Kie*, the episode will be broadcast on Saturday between 07:30 and 09:00 and on Tuesday and Thursday between 12:00 and 13:00.