

From the Cape to Cologne – Libstar serves global palates with a South African twist

Cologne, 28 July 2023: Listed South African food group, [Libstar](#), has been at the forefront of South Africa's vibrant culinary scene, delivering rich and flavourful food culture to homes and restaurants countrywide. The group will bring this culinary diversity to the Anuga Trade Show, showcasing a fusion of foods and aromatic spices that give South Africa's renowned cultural cuisine its distinct taste.

[Kirsten Paul](#), Brand and Trade Marketing Manager at Libstar, says the group will exhibit five of its business units – [Ambassador Foods](#), [Cecil Vinegar Works](#), [Cape Foods](#), [Cape Herb & Spice](#), and [Montagu Foods](#) – each shining a spotlight on South Africa's melting pot of culinary products.

“The expansive family of Libstar brands is renowned for its diverse products that cater to the needs of retailers and the food service industry. Libstar's unique approach to culinary products, which extends across a number of categories, has carved out a significant presence in South Africa, the U.S.A, Europe, Asia, Oceania, and the Middle East. We're thrilled to offer these delectable and distinctive culinary products that have evolved from a remarkable medley of local and international influences to offer a broad range of tastes, textures, and aromas.”

Showcasing South Africa's unwavering passion for food

Libstar is a powerhouse in the consumer-packaged goods industry, generating 94% of its revenue from food products such as dairy, meat, fresh produce, convenience food, and confectionery. Well-known for its branded private label and dealer-own brands that account for 52% of its business, Libstar also manufactures and distributes 38% of its products under its own Libstar core brands. Additionally, it represents several well-known international brands, accounting for 10% of its business, through distribution arrangements with the brand owners.

Libstar is gearing up to exhibit a diverse selection of highly esteemed brands at the Anuga Food Trade Show. These include:

- **Award-winning Safari Vinegar**, renowned for manufacturing naturally fermented vinegar since 1936.
- **Montagu Foods**, offering a wide array of condiments, including chutney, sweet chilli sauce, and salad dressing, under well-recognised brands like Denny and Goldcrest.
- **Cape Foods**, a trusted speciality food products supplier to top-tier retailers in over 30 countries. Its offering includes a broad selection of custom blended seasonings, herbs and spices, salt and pepper, Himalayan salt blends, popcorn seasoning and edible cake decorating products packed in various glass and PET grinders, mills, and shakers.
- **Ambassador Foods**, a specialist in importing and exporting nuts, dried fruit, seeds, and other snack products. The product line comprises cereals, snack bars, flavours and mixes of nuts, seeds and fruit, spreads, confectioneries and their famous low carb, gluten- and oat-free granola, made from seeds, nuts, and coconut, sweetened with honey.
- **Cape Herb & Spice**, offering a diverse range of herbs and spices and innovative tea blends, as well as a gifting division that couples these offerings with beautifully designed packaging to create a range of bespoke products.

The group's commitment to securing the future of food

Libstar's [commitment](#) to environmental, social, and governance (ESG) strategies will be another focal point at Anuga. The group defined a five-year ESG strategy in 2021 that aims to guide the company's

actions through 2025 and beyond, encouraging sustainable growth in the food industry while ensuring food security.

Furthermore Libstar is poised to meet the growing demand for vegan foods with an innovative range of plant-based convenience sauces and soups, which aim to provide quick and easy meat-free meals, proving that plants can be the star of any meal. At Anuga, Libstar will present these plant-based innovations, reflecting its commitment to align with evolving consumer behaviours and culinary trends.

Brands committed to innovating to drive culinary excellence

Libstar will also reveal a slew of innovative solutions from its brands at this year's trade show, including:

- Cape Herb & Spice's ingenious grinder that's pioneering the fight against plastic waste. This revolutionary design aims to reduce plastic waste, approximating the weight of two small African elephants for every million units produced.
- Further marking its commitment to innovation, Cape Herb & Spice will unveil its groundbreaking product, Smashed Avo Seasoning, which bagged the esteemed Best Product Innovation Award at the Saudi Food Excellence Awards. This prestigious recognition underscores Cape Herb & Spice's relentless pursuit of crafting extraordinary culinary experiences.
- Cecil Vinegar Works' award-winning range of award-winning Balsamic Glaze and Dip & Dress Vinaigrettes made waves at the 5th edition of the Aurora International Taste Challenge.
- Cape Foods' creative solution to the booming flavoured gin market – a range of gin infusions to bring trending flavours to your home.
- Montagu Foods' range of relishes, made from the most delicious ingredients, sourced from local farmers in the Klein Karoo, Western Cape, South Africa.

“Libstar is reinforcing its position as a leading player in the global food industry, capable of delivering diverse flavours and innovative products that meet the ever-evolving demands of consumers. Bringing the unique South African flair to the world stage is driven by our commitment to ensuring our industry continues to benefit from innovative and sustainable solutions,” concludes Paul.

About Libstar

Libstar Holdings Limited is an investment holding company in the food and drink industry. The group's extensive product portfolio boasts more than 9 000 products, including dairy and value-added meat products, fresh produce, convenience food, groceries, baking and baking aids, snacks and confectionery.