



Mr Johan Vogel, factory manager, in the factory where all the 'good food' or rather, creamer will be made.

It's not inside, it's on top!

Thursday 2 February was a joyful celebration as Nestlé officially opened their doors in Potchefstroom.

The launch follows Nestlé South Africa's recent R106 million acquisition of Potchefstroom-based Specialised Protein Products (SPP). A Further R105 million is to be invested in the next 18 months for general upgrading of the facility. The acquisition also included a promising future for 142 employees.

The move is expected to increase the production capacity of Nestlé coffee creamer and offers the company an opportunity to develop good quality and affordable products. Cremora, one of South Africa's most loved coffee creamers will be manufactured at Nestlé Potchefstroom, adding much needed capacity to the existing creamer manufacturing facility in Babelegi.

"We are proud to launch Nestlé Potchef-

stroom today as this further demonstrates the company's ongoing commitment to foreign direct investment. This launch speaks to the company's need for increased local manufacturing in order to respond to increased demand for Nestlé coffee creamer. It is also in line with our long-term commitment to business sustainability and economic development in South Africa and the rest of the African continent," said Sullivan O'Carroll, chairperson and managing director of Nestlé South Africa.

Cremora was first launched in South Africa in 1966. The brand has a strong heritage with the "it's not inside, it's on top" campaign, which has high resonance amongst many South African consumers. Mr Johan Vogel, along with the residents of Potchefstroom, is looking forward to having such a prestige company in this town of excellence.