

Chefs of the world unite against hunger in South Africa



By [Gwen Watkins](#)

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At a media launch for the Bidvest World Chefs' Tour Against Hunger, held yesterday 24 May 2011 at Punchinello's at Southern Sun Montecasino, Dr Bill Gallagher made a plea for support from corporates and the public for the forthcoming event, scheduled for 21-30 August 2011.



Dr Bill Gallagher

During the tour, 237 chefs from over 30 countries will descend on South Africa to raise funds and awareness for the plight of the hungry. This is the third such tour, originally begun in 1993, which raised R500 000. The second tour, in 2003, raised R1 million but this year, the organisers have set their target at R5 million.

As patron of the event, Dr Gallagher pointed out that the recession had hit charities as hard as businesses and that more effort was required to get the funds they so desperately needed. As today chefs had assumed the role of stars in the media, the upcoming tour should provide an opportunity for both South African businesses and its employees to participate in glittering events, from gala dinners to free cooking demonstrations, where even a R10 donation would go a long way to meeting

the target.

The tour is supported by Bidvest, which has donated R3.6 million to the cause and Southern Sun, which is providing all the accommodation for the 200+ visiting chefs.

Speaking at the launch, Bidvest chief executive, Brian Joffe, reminded guests that children cannot fend for themselves and it is up to responsible corporations to support the idea that no child should go hungry. He hoped to see the amount raised be closer to R10 million for the two designated causes.

Graham Wood, MD of Southern Sun, added that the group was delighted to answer Bidvest's call to partner in this project, as the group believes in making a sustainable difference to communities, as part of its responsibility to play a part in South African society.

Sustainable charities



Visiting chefs - seated (L-R): David Mblopyane (Sandton Sun), Yvonne Semelane (Sandton Sun), Bill Gallagher (Patron of the Bidvest World Chefs' Tour Against Hunger), Erica Shone (Sandton Sun) and Alex Mabuya (Sandton Sun). Back (L-R): Stephen Billingham (President of SA Chefs Association), Martin Kobald (Convenor of the Bidvest World Chefs' Tour Against Hunger), Garth Shnier (Sandton Sun & Towers) and Arnold Tanzer (Continental Director of the World Association of Chefs Societies).

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Proceeds raised during the Bidvest World Chefs Tour Against Hunger will be donated in the form of monthly food donation to the Akani Diepsloot Foundation and the African Children's Feeding Scheme, both of which do extraordinary work in their communities, and nominated charities in Durban, Cape Town, Nelspruit and East London.

"Funds raised by the tour will be used to develop feeding schemes for the beneficiary charities and to buy the food needed to sustain those feeding plans for as long as possible," says Martin Kobald, convenor of the tour.

"Our dream is that we can raise enough money to supply our selected charities with food for the next five years, which will allow youngsters to grow, knowing that food is coming in. By donating food, rather than cash, we can ensure that we are in a position to make this kind of commitment," concludes Dr Gallagher.

The media launch, with MC Jeremy Mansfield ended with a poem and national anthem by some of the children from the Akani Diepsloot Foundation, who then got to ice cup cakes,

while guests enjoyed the excellent fare from the restaurant.

Pick an event

- Book your table at one of the Food Festival venues at Southern Sun hotels around the country (from 23-27 August in Johannesburg and 24-26 August in Cape Town, Durban, Nelspruit and East London). You'll get to sample the speciality dishes and culinary heritage from Australia, Austria, Canada, China, Czech Republic, Egypt, England, Germany, Hong Kong, Ireland, Kingdom of Bahrain, Luxembourg, Malaysia, Mauritius, Mozambique, Nigeria, Netherlands, Philippines, Poland, Portugal, Romania, Russia, Republic of Macedonia, Singapore, Slovenia, South Africa, South Tyrol, Saudi Arabia, Switzerland, Tanzania, Thailand and the US.
- Come and see these top international chefs in action at venues around the country, where you'll be able to learn about different cuisines from around the world as they demonstrate speciality dishes from their countries. Participating centres include Hyde Park Shopping Centre, Montecasino Piazza in Fourways, Suncoast in Durban, Riverside Shopping Centre in Mbombela, Hemingways Mall in East London and Cape Town International Convention Centre. Programmes for these demonstration kitchens will be available on the website from early July.
- Buy a chefs hat for R10 to show your support of the fight against hunger. Companies that purchase 2000 or more hats can have their logo printed on the hat, alongside the sponsors. The public will be able to buy hats at the shopping centre demonstration kitchens and at participating Southern Sun hotels.
- Download the 1993 hit song from the last World Chefs Tour Against Hunger, which raised R1,3 million. PJ Powers has re-recorded her heart-wrenching Sing Children Sing, which is downloadable to your cell phone for just R10.
- Encourage your company to buy a table at the gala fundraising dinners in Johannesburg, Cape Town and Durban - it's a great way to entertain clients and show them you care. Johannesburg - 30 August, Sandton Convention Centre; Durban - 25 August, Southern Sun Elangeni Hotel; Cape Town - 27 August, Southern Sun Cape Sun Hotel.
- Buy a framed or unframed print of the official 2011 Tour painting by artist Frans Groenewald. The original will be auctioned at the gala dinner in Johannesburg and four canvasses will be auctioned at the other gala dinners.

For more information, go to on www.worldchefstour.com or join the tour's facebook page, which already has 1400 friends.

ABOUT GWEN WATKINS

Gwen Watkins is a freelance writer, editor, subeditor and author. Almost 40 years of experience across industrial and commercial writing, as a reporter and PR consultant, has given her expert grounding in brand communication and native advertising. A Master NLP Practitioner, she uses these skills within the creation of copywriting, annual reports, brochures and website copy.

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