

Taste of Joburg at Monte

The 2010 **Taste of Joburg** festival (which was to be held at Bryanston High School) has changed venue. Don't miss this smorgasboard of Gauteng delicacies by chefs from 16 participating restaurants at the **Montecasino Outdoor Event Arena** in Fourways from **Thursday 30 September to Sunday 3 October**. Visit www.tasteofjoburg.com.

Beauty from the deep

La Mer, the cream with a cult following, supports Oceana, an international organisation that works towards protecting and restoring the oceans. La Mer's new Eye Balm Intense (R1 735) accelerates renewal of the fragile skin around the eyes. Available from Edgars and Stuttafords.



The Producers

Handri Conradie, a founder of At Source Handmade Food, tells us about the company's own fruit and nut brand, Cecilia's World.

How did Cecilia's World come into being? We specialise in the processing, packaging and distribution of dried fruits and nuts for some of South Africa's biggest retailers under their own brands. A year after founding the company, we managed to secure our first retail accounts. Two years later we built our new factory at a time when it was tough keeping up with demand, but accessing funding for the rapid growth of business was easier said than done. Being named the Woolworths Supplier of the Year in our category in 2008 showed us how far we had come. In order to realise another dream, we decided to launch our own premium brand of dried fruit products this year and called it Cecilia's World. We produce dried fruit, fruit-and-nut snack packs, fruit bars and soft-eating dried fruit under this label.

What makes your products unique?

We pride ourselves on quality in both the taste and the food safety aspects of the product. We are meticulous in sourcing the best ingredients from all over the world to create an unrivalled eating experience.

What about the nuts? Ninety percent of processed nuts available in South Africa are deep-fried in oil. Only a small percentage of them are dry-roasted in ovens. Our process is different to both of these: we use an authentic, traditional Middle Eastern nut-roasting technique that originated in Lebanon. The result is crunchy, evenly roasted nuts with great flavour and texture.

Cecilia's World products are available from good delis, food stores and convenience outlets in Gauteng and the Western Cape. Call 023-313-3130 or visit www.ceciliaworld.co.za.

**Love the onion,
but not all the time.**

