



SOUTH AFRICAN  
**CHEFS ASSOCIATION**  
EST. 1974

# **Tsebo Festival of Fusion and Flavour 2025**

**President's Address**

Thursday 10 April 2025

Accolades Boutique Venue, Midrand

Chef Coo Pillay



It is both an honour and a privilege to stand before you today at the Tsebo Festival of Fusion and Flavour. This is truly a remarkable event that brings together Tsebo's talented chefs, operators, and vendors, all under one roof, to engage in discussions on current trends, innovations, and the invaluable opportunity to network.

As President of SA Chefs, I stand proud to be associated with the Tsebo Group. For many years, our partnership has been built on mutual respect, shared values, and a deep commitment to excellence in the culinary industry. We are grateful to Tsebo for their continued support of the SA Chefs Association and for the work they do to elevate the standards of our profession.

I'd like to take a moment to specifically acknowledge the remarkable initiative spearheaded by Tsebo—the Tsebo Top Chef competition. This is the first of its kind, a competition that encompasses all regions across South Africa, and it provides a truly unique opportunity for Tsebo chefs to showcase their talents on a national stage. This competition not only offers an exciting platform for chefs to compete, but also serves as a nurturing ground for new culinary talent across the country.

SA Chefs is deeply appreciative of the opportunity to be involved as judges in this prestigious competition. Being part of this judging panel gives us the chance to work closely with Tsebo chefs and provide them with access to credible and accredited judges from SA Chefs and Worldchefs. This partnership is an important step in ensuring the growth and development of culinary talent, not just within Tsebo, but across the entire South African culinary industry.

The synergies between Tsebo and SA Chefs are truly inspiring. Both of our organisations share a strong ethos of excellence and a vision for advancing the culinary arts in South Africa. We believe that partnerships like these are essential to our industry's continued growth and success. By working together, we are not only raising the bar for our chefs but also strengthening the culinary landscape across the nation.

On behalf of SA Chefs, I would like to extend our heartfelt gratitude to Tsebo for this wonderful initiative. Your commitment to supporting your chefs and advancing our industry is truly commendable. We look forward to seeing the Tsebo Top Chef competition continue to grow and thrive, and we are excited to be a part of it as it expands in leaps and bounds.

I'd also like to extend our thanks to the entire Tsebo team—the procurement team, the culinary team, Tsebo management and Exco, as well as all the sponsors who made today's event possible. And, of course, thank you to everyone present for making this event such a memorable and impactful occasion.

Here's to a future filled with continued innovation, collaboration, and culinary excellence.

Wishing you all the very best for a successful and inspiring day ahead!

Thank you.

Chef Coo Pillay