



SOUTH AFRICAN
CHEFS ASSOCIATION
EST. 1974

Launch of InfoChef 2025

President's Address

Thursday 15 May 2025

Southern Sun Sandton, Rivonia Road

Chef Coo Pillay



Good evening, Vice President Tommie Hurter, Immediate Past President James Khoza, Board of Directors, distinguished guests, valued partners, stakeholders, industry colleagues, and future collaborators.

It is both an honour and a pleasure to stand before you today as we officially launch InfoChef Gauteng 2025—a celebration not only of culinary excellence, but of growth, collaboration, and transformation within the South African hospitality industry.

First, I would like to extend my sincere thanks to all of you for your continued support. To our corporate partners and stakeholders, your commitment to our noble industry has been nothing short of extraordinary. It is through your investment and vision that we have been able to continue advancing the profession, empowering chefs, and nurturing the next generation of talent. The work that we do at SA Chefs is only possible because of the collaborative relationships we share with partners like you.

Last year was a momentous year for SA Chefs having celebrated our Golden Jubilee, whilst it is a celebration indeed built on a foundation and legacy of chefs and visionaries, we need to look beyond and embrace the new world and culture we find ourselves in.

As we celebrate the launch of InfoChef Gauteng 2025, we do so with immense pride—because this moment arrives during a remarkable milestone in our journey. SA Chefs has proudly served the South African culinary industry for over 50 years. Of nurturing chefs from humble beginnings to international recognition. Of promoting food not just as sustenance, but as an art form, a career, and a powerful cultural connector.

But this is not just a celebration of our past—it is a bold statement about our future.

SA Chefs beyond 50 is about legacy—but more importantly, it's about leadership.

It's about how we, together, can redefine what it means to be a chef in South Africa. Not just in a kitchen—but in the classroom, the boardroom, the marketplace, and the media. It's about impact—not only on plates, but in lives, in communities, and in the economy.

So I invite you all to be part of this new era. To walk with us as we shape the next 50 years—with purpose, with passion, and with pride.

Because when SA Chefs grows, the industry grows. When the industry grows, opportunities grow. And when opportunities grow—South Africa rises.

InfoChef is more than just an event. It is a movement. A platform that brings together chefs, students, suppliers, educators, entrepreneurs, and food enthusiasts from every corner of our dynamic industry. And in 2025, we're making it bigger, bolder, and more impactful than ever before.



We are proud to say that InfoChef Gauteng has become a key driver of culinary education, career development, and industry innovation. It offers a unique opportunity to learn, to network, to be inspired—and most importantly, to shape the future of our industry.

Let us reflect on the last 6 six years in particular:
(Go through the slides)

Why InfoChef Gauteng 2025 Matters?

This year's theme is "Inspire, Innovate, Impact"—a call to action for all of us. As we navigate a constantly evolving landscape, this event stands as a beacon of opportunity:

- For our youth and students, it's a gateway to education, skills development, mentorship, and employment.
- For chefs and professionals, it's a platform to showcase talent, exchange ideas, and compete on national and global stages.
- For educators, it's an arena to showcase culinary training and to collaborate with the greater industry
- And for sponsors and partners, it is a chance to align your brand with excellence, innovation, and empowerment including current and future buying power.

By supporting InfoChef Gauteng 2025, you are investing not only in an event—but in the future of South Africa's culinary and hospitality industry. Your involvement will:

- Position your brand at the heart of industry transformation and education.
- Create direct access to a national network of chefs, culinary institutions, and food service leaders.
- Offer platforms for product activations, demonstrations, and consumer engagement.
- Showcase your commitment to skills development, social impact, and local talent.

This years' event takes place at the historic and iconic Wanderers Club, a venue that perfectly reflects spirit and tradition. We are not just in any location. We are at a landmark that has long stood as a symbol of excellence, prestige, and transformation. The Wanderers Club, with its rich history, has been a gathering place for South Africa's finest—where sporting legends, leaders, visionaries, and influencers have come together to create, innovate, and inspire.

For us, SA Chefs, this venue is a fitting reflection of our own journey. Just as the Wanderers Club has been a cornerstone of South African sporting and social life, SA Chefs has been a pillar of the culinary industry for over 50 years—nurturing talent, shaping leaders, and fostering innovation.

Let us go through the various areas of opportunity for you to collaborate with us.

Together, we can build a future where every young chef has access to opportunity, where food becomes a force for unity, and where South African culinary arts take their rightful place on the world stage.



As SA Chefs, we are not just curating an event—we are creating a legacy. And we invite each of you here today to be part of that journey. Whether as a sponsor, an exhibitor, a mentor, or a supporter—your role is vital.

In closing, let me thank each of you for your time, your belief in our mission, and your commitment to excellence. Let InfoChef Gauteng 2025 be the spark that ignites new collaborations, new ideas, and a new era for our industry.

Let's inspire. Let's innovate. Let's make an impact—together.

Thank you.

Chef Coo Pillay