

Promeal is awarded global certificate for food safety

Western Cape-based pet food manufacturer Promeal has been awarded the British Retail Consortium (BRC) Global Standard for Food Safety Certification, which is verification that Promeal has put emphasis on its due diligence in all factory aspects to improve supplier approval, working conditions and to step up to the plate to compete against international imported brands.



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Achieving these global standards shows a great level of competence in critical areas including HACCP (Hazard Analysis and Critical Control Points), hygiene, factory environment standards as well as food safety and quality management systems. Control Union Certifications, a RVA-accredited body, evaluated the certification and Promeal was awarded an 'A' class certificate in July 2015, in the scope of Manufacturing of thermal processed Pet Food. The certificate is recognised by the Global Food Safety Initiative (GFSI).

The boutique manufacturer, which prides itself on carefully crafted and expert-led processes and products, is steered by a highly passionate and dedicated crew. From senior management to every factory staff member, the entire team strives to provide customers with honest information and wholesome products to better the lives of South African pets, and the humans who love them. The team of animal lovers at Promeal see themselves as the 'masters in the art of pet nutrition and pet food design' and in this way is focused on making only the best.

The product of teamwork

Tania Morgan-Weyer, MD of Promeal, is thrilled with the latest stamp of approval for the company: "We are very proud to have achieved the BRC Global Standard for Food Safety Certification because not only does it showcase our world-class food and safety levels, but also illustrates the passion that we, as a team, put into our products. Achievements such as these are the product of teamwork, dedication and passionate commitment - values every member of the Promeal crew wears with pride.

"We, as Promeal, create pet nutrition with an overarching love for our cats and dogs, and we add our creativity and energy

to developing these recipes with a pet nutritionist. Of course, we do feeding trials with the cats and dogs themselves to ensure they love the taste. With this added seal of approval we can proudly state that our food goes out to be enjoyed by your pets with even more affirmation."

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