

Zille opens new bakery in Western Cape

East Balt, which runs 22 bakeries worldwide and has a JV with Astral Foods, a leading South African integrated poultry producer, opened its new East Balt SA bakery in the Western Cape. The official opening of the bakery was officiated by Premier Helen Zille on Wednesday 1 December 2010.

To mark the opening, the company made a donation of the delivery of 20 dozen regular buns, daily for three months commencing at the end of January 2011. Premier Zille selected Winsley Primary School, in Bellville to receive the donation.

East Balt, is the worldwide manufacturer and supplier of soft buns, wraps, bagels and English muffins mainly to McDonalds and KFC restaurants in the US, Europe, Africa and Asia. The company, which was founded in 1935, is based in Chicago.

High-speed production

East Balt SA GM, Gokce Olcay said that the company, which currently employs 153 people, has created 25 new job opportunities in this region. The new 5500m² bakery, located in Bellville South, has a high-speed production line that produces 2700 dozen fresh, high-quality soft buns per hour, which it supplies to McDonalds and KFC throughout South Africa.

Owen Viljoen, chief operations officer at Yum Restaurants International - Africa, the parent company of KFC, Pizza Hut and Taco Bell, said, "East Balt SA has been responsible for a significant improvement in our bread products category. Its support, professionalism and customer service has enabled KFC to grow sales in this very important region. The team is professional and is world-class bakers."

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