

The launch of food innovation on the *7th Floor*

Foodcorp is adding to Cape Town's cultural diversity and reputation for innovation and creativity with the launch of the food manufacturer's new innovation centre, the *7th Floor*.



At an official launch event on Thursday, 9 October, Foodcorp CEO and the mastermind behind the concept, Justin Williamson unveiled the all-new *7th Floor* situated in Black River Park, Observatory. Set in an 800m² penthouse floor, the centre consists of a development kitchen, dining room, bar, three meeting rooms, a Weber balcony and of course a 'Theatre of Food'.

According to Williamson, the *7th Floor* was created to address innovation within the company, in addition to leveraging Foodcorp as a food marketing company as opposed to just another food

manufacturer.



"We continuously strive to be the best in the industry, keeping on step ahead of the rest. Our shared passion for food combined with our creative and adventurous nature allows us to venture into territories that others may fear. The *7th Floor* shows our commitment at retaining and remaining the leaders in creativity and innovation within the food marketing and food manufacturing industries," adds Williamson.

Setting up a green kitchen

Industrial in design and complete with state-of-the-art equipment and appliances, Foodcorp spent a total of approximately R7-million from initial concept to final product. Total spend for the development kitchen, the heart of Foodcorp's Innovation Centre, amounted to approximately R1.6-million. This space will allow for product development and will be open to all Foodcorp's retail partners for product demonstration.

With green design in mind, Mac Brothers Catering Equipment, one of the largest independently owned catering equipment manufacturers and suppliers in Southern Africa, received specific instructions to include only energy efficient products that are top performers at minimum running costs. Thus the centre is kitted out with solar heating, efficient waste programmes, water recycling and energy saving appliances and equipment.

Artifacts of Eating



The Artifacts of Eating
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In addition to all of these features is an important piece designed and created to celebrate the creativity, technology and skills of the *7th Floor*. The wall art installation piece, situated on the entrance wall, is entitled "The Artifacts of Eating" and is a self-contained exhibition of the implements that embody society's relationship with the preparation and enjoyment of food.

In an unprecedented recycling campaign, over two thousand individual pieces of cutlery were sourced from around South Africa. Each artifact contains within it a history of having been a prized possession within a household and, collectively, their assembly speaks of the formal, functional and ceremonial meaning all people attach to food. The installation culminates in a large blank 'dish' onto which various images will be projected, representing the ever-changing array of contributions the institute will bring to the South African table.

Heading up

At the head of the centre is General Manager, Simone Falconer. Falconer has seen the centre through its paces and

watched it develop from concrete floors and bare ceilings to a space that will cultivate creativity.

“I spent a lot of time travelling the world, visiting various innovation centres and development kitchens so as to assist us in formulating the correct mix for the *7th Floor*. My past experience in food development, as well as contacts made with innovation directors and other major companies, helped with bringing Justin's idea to fruition,” comments Falconer.

Foodcorp's *7th Floor* will be available for venue rental as well, thus Capetonians will also be able to experience the innovation first hand.

For more information, visit www.foodcorp.co.za.

For more, visit: <https://www.bizcommunity.com>