

84: Agency Focus - Source

Last week on the [Biz Takeouts Marketing and Media Radio show](#), we chatted to Kirsty Rowett, director of Source (@SAfoodgurus) Food Concepts and Catering, about food on social media, experiential food catering, food marketing in the digital space and content.

Get all the information by listening to this week's podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)



Lineup

In studio on Thursday 6 March we hosted Source director, Kirsty Rowett. Here is a taste of what we chatted about:

How was Source Food Concepts formed?

Kirsty: Source was created out of a need in the industry for a high quality, regulated private chef placement service which evolved into the food agency it is today.

What are the various departments?

Kirsty: Experiential marketing focusing on Expo's & Events

Catering: Corporate, Public & Private

Consulting: Providing solutions to food brands, restaurants and retailers in the food industry

What makes Source Food the best food agency?

Kirsty: We are pretty much the only solely food focused agency in the country, so if you have a food brand, or want to create food related promotion or event, we are best placed to understand the intricacies and limitations therein.

What is the next big thing?

Kirsty: In food - snacking is huge and so is sourcing local. There are tons of fly by night crazes like cronuts (cross donut / croissant) & whoopee pies. Mocktails, hydration bars, and beverage in general is huge. In catering, street food is pretty important to master. Clients want easy food cooked incredibly well. They want market style food, artisan eating, but done without the hassle of individual vendors. We are still loving tapas style eating in SA.

Follow trends - where do you look / which markets stand out / where is SA leading?

Kirsty: We tend to follow Australia and England more than America. South Africans eat similarly to Aussies, and we have the same seasons which helps. They are very food focused and have better seafood, but otherwise we are on the same path.

Get more information on Source here: www.sourcefood.co.za.

Get all the other questions, answers and more by listening to this week's podcast below.

The news roundup covered:

- [Featured Job: Sales and Marketing Manager Rain Productions](#)
- [Embracing social media monitoring](#)
- [Case history of a centuries-old global brand](#)
- [Ten questions to ensure you get a high-quality translation](#)
- [Strategy Unplugged: Essential strategy skills in one day](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (16.4MB) or [listen](#) to the podcast (17:58min).

Episode 84: Agency focus - Source

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