

Convenient home-style meals with Why Cook

 By [Lauren Hartzberg](#) 31 Aug 2017

Why Cook is a Gauteng-based catering company that focuses on delivering modern home-style cooking made from fresh ingredients directly to one's door. The service is targeted towards individuals and families who lack the time it takes to prepare daily meals, as well as corporate clients looking for a diverse, customisable menu to serve at events and meetings.



Yolanda Nomoyi and Mathapelo Montsho, who both occupied roles in the PR industry, decided to start Why Cook to satisfy their love of the culinary arts and their itch to be entrepreneurs. "We have entrepreneurial families and we both had the passion to run our own business," they said.

"We're both family orientated, and love cooking for our loved ones and enjoy healthy home cooked meals. We enjoy making people happy through meals."

Nomoyi takes the title of 'food diva', being responsible for the ideas behind their menu concepts, while Montsho is the 'food fixer' and ensuring that taste and presentation of the meals are up to scratch.

Since the inception of the business in 2014, the two-person team has grown to five and now operates out of two kitchens. "Recruiting the right staff members for our business and ensuring that they are the right fit has been a challenge on our startup journey. And we are self-funded, so buying equipment at times is a bit of a problem."



Standing out in a crowded market

While there's hardly a short supply of food services in South Africa, Nomoyi and Montsho believe the strength of their offering lies in its diversity.

"We are able to tailor meals according to individual preferences and we offer student meals at an affordable price. We deliver food in our Why Cook branded clothing to always keep our brand visible and we cook homely meals with flavour. Our ordering system is also unique; customers are able to order in advance to help them arrange their functions properly. Why Cook offers an alternative to the daily meals for those that require their meals to be frozen and available when they get home."

Speaking to corporate clients, the pair found the main complaint to be that corporate menus largely offer the same thing. To combat this, Why Cook meets with corporates to create a menu ideal for their event and budget.



For individuals, the company delivers a choice of frozen meals to their home on a Monday, which can be eaten at will during the week – taking the hassle out of meal prep. They also cater for private parties.

Female influences

Speaking about the inspiring women that have influenced both their personal and professional lives, they said, "Our mothers have been our pillars of strength and have been people that we look up to. Chef Constance from Leprogress Cuisine is also another female figure we admire."

And their message for Women's Month: "Let's support each other, never give up and shine your magic."

For more information, visit the [Why Cook website](#) and connect with the brand on [Facebook](#), [Twitter](#) and [Instagram](#).

ABOUT LAUREN HARTZENBERG

Managing editor and retail editor at Bizcommunity.com. Cape Town apologist. Dog mom. Get in touch: lauren@bizcommunity.com
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For more, visit: <https://www.bizcommunity.com>