

Cerebos®



Cerebos worth its salt with global accreditation.

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Cerebos turns 70 as the only salt manufacturer in Southern Africa to boast global certification

(Port Elizabeth) – One of Nelson Mandela Bay’s longest standing companies, salt manufacturer Cerebos, announced a major global accolade as it celebrated its 70th year in business.

The Cerebos plant based in the Coega Industrial Development Zone (IDZ) has been awarded the world’s leading food safety standard certification – the FSSC 22000 – making it the only salt manufacturer in the whole of Southern Africa to have been granted such prestigious accreditation.

The achievement – considered more sought-after than the popular ISO certification – has been four years in the making, and one which signifies millions of rands in investment in the IDZ plant, Cerebos MD John Drinkwater said.

 Cerebos is proud to announce that it is the only salt manufacturer in the whole of Southern Africa to boast such a certification

John Drinkwater - Cerebos MD

“For our consumer base, it means we are living up to our brand promise of impeccable standards. For our industrial customers, it means they can rest assured that our product is closely vetted and of the highest standard in the world,” said Drinkwater.

Company quality assurance executive Jeanette Burger said seeking the highly-prized certification had been an exhaustive four-year process, dealing with international auditors Intertek and finally being vetted by the FSSC 22000 European board, which has final say on all applications.

“Being FSSC 22000 certified means that the 30,000 tons of salt produced annually at our IDZ facility is of the highest international quality,” said Burger. “It also means that every step of the production process can be carefully traced, right down to the shop floor employees who handled the product on the day it was produced.

“We had an entire food safety team whose responsibility it was to ensure that our standards met those required by the FSSC 22000 committee. For our IDZ facility to retain this standard, we will be audited regularly.”

Nelson Mandela Bay Business Chamber chief executive Kevin Hustler called the certification an “incredible achievement”, adding:

 It is evidence that the city is capable of producing competitive global players, not only in the automotive, but also the agro-processing and food sector.

“We would like to take this opportunity to also congratulate Cerebos on their 70th anniversary. Evolving and adapting over the decades to the challenges in the business environment is what we wish for all our members; to remain sustainable enterprises that prosper and create jobs in Nelson Mandela Bay.”

In achieving the certification Cerebos joins a handful of other Eastern Cape businesses to hold FSSC 22000 accreditation, but remains the only salt manufacturer to be accredited in Southern Africa, and one of just two salt manufacturers in Africa.

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Cerebos worth its salt with new accreditation

By ZANDILE MBABELA

IT IS one of Nelson Mandela Bay's longest standing companies, with a brand that has had a presence in almost every South African kitchen cupboard for decades.

And last night, salt manufacture Cerebos – which is celebrating its 70th year in business – announced it had been awarded the world's leading food safety standards certification.

The FSSC 22 000 certification makes Cerebos the only salt manufacturer in Southern Africa to boast this global accolade, which is considered a step up on the ISO accreditation.

Now housed at the Coega Industrial Zone, the company is an internationally acclaimed brand and considered the leader in the South African retail salt market, with dis-

tribution extending throughout Southern and sub-Saharan Africa.

Managing director John Drinkwater received the certificate at the company's anniversary celebrations last night, beaming at fact that the company was the only salt manufacturer in the region to bear the title.

“For our consumer base, it means we are living up to our brand promise of impeccable standards. For our industrial customers, it means they can rest assured that our product is closely vetted and of the highest standard in the world,” he said.

The certification has been four years in the making and one which signifies millions of rands in investment in the IDZ plant, Drinkwater said.

Cerebos quality assurance executive Jeanette Burger, who spearheaded the quest for

the sought-after certification, said it had not been an easy feat, dealing with international auditors and a European FSSC 22000 vetting board that had the final say on all applications.

“Being FSSC 22 000 certified means that the 30 000 tons of salt produced annually at our IDZ facility is of the highest international quality.

“It also means that every step of the production process can be carefully traced, right down to the shop floor employees who handled the product on the day it was produced,” Burger said.

In achieving the certification, Cerebos joins a handful of other Eastern Cape businesses to hold the coveted accreditation, but remains the only salt manufacturer in Southern Africa and one of just two in the whole of Africa. — *mbabelaz@timesmedia.co.za*

Saturday Dispatch

5 December 2015

Cerebos®



Cerebos op 70 sy sout werd

Port Elizabeth. – Die soutvervaardiger Cerebos, een van Nelson Mandelabaai se oudste maatskappye, het gister sy 70ste jaar in dié bedryf met 'n besondere prestasie gevier.

Die Cerebos-fabriek in die Koga-nywerheidsontwikkelingsone (IDZ) het die wêreld se voorste voedselveiligheidsstandaard-sertifisering, die FSSC 22000, ontvang.

Dit maak dié maatskappy die enigste soutvervaardiger in die land en slegs die tweede in Afrika wat al met die prestige-akkredita-sie vereer is.

Die sertifikaat is gisteraand tydens 'n geleentheid ter viering van Cerebos se 70ste bestaansjaar oor-handig.

Die toekenning is selfs meer gesog as die gewilde ISO-sertifikasie wat miljoene rande in belegging in die IDZ-fabriek verseker, het John Drinkwater, besturende direkteur van Cerebos, gesê.

“Vir ons verbruikers beteken dit dat ons ons belofte van hoë standdaarde nakom, en vir ons nywer-



Die soutvervaardiger Cerebos in die Koga-nywerheidsontwikkelingsone het gister sy 70ste bestaansjaar gevier met internasionale erkenning vir die maatskappy se hoë voedselveiligheidsstandaarde. Hier is (van links) James van Zyl, Monique Collier, Ronia le Roux, Samantha Salsoni, Dave Louw, Siphwe Nqakula, Jeanette Burger, Moses Felele, Buzani Retyu, Ricky Salsoni en Darren Halgreen van Cerebos met die FSSC 220000 sertifikaat waarvan nog net twee op die vasteland vir soutvervaardigers uitgereik is.

Foto: VERSKAF

heidskliënte bring dit die versekering dat ons produk van die hoogste standdaard in die wêreld is,” het

Drinkwater gesê.

Jeanette Burger, die maatskappy se gehaltebestuurder, het gesê dit

het vier jaar van uiterste toewyding geverg om die sertifikasie te ontvang. Gedurende dié tydperk is daar met die internasionale outoiteure Intertek onderhandel, en die maatskappy is uiteindelik deur die FSSC 22000 raad ondersoek.

“Die sertifisering beteken dat die 30 000 ton sout wat jaarliks by ons fabriek vervaardig word, van die hoogste internasionale gehalte is,” het Burger gesê. “Dit beteken ook dat elke stap van die vervaardigingsproses sorgvuldig gemonitor word en gereeld geaudit sal word.”

Kevin Hustler, uitvoerende hoof van die Nelson Mandelabaai-sukekamer, het gesê die sertifikasie is 'n ongelooflike prestasie.

“Dit bewys dat die stad in staat is om wêreldwyd mee te ding,” het Hustler gesê. “Ons wil Cerebos gelukwens met sy 70ste herdenking. Ons hoop ons lede kan ook oor die dekades ontwikkel en by die uitdagings van die sake-omgewing aanpas, om volhoubare ondernemings te wees en werk te verskaf.”

– Medewerker

Die Burger Oos-Kaap

5 Desember 2015

Cerebos®



Bay salt maker gets top food safety certification



GLOBAL GUARANTEE : Cerebos MD John Drinkwater and the company's quality assurance executive, Jeanette Burger, with the prized global food safety certificate
PHOTOGRAPH: EUGENE COETZEE

Accolade follows years of minute care, writes **Zandile Mbabela**

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Cerebos quality assurance executive Jeanette Burger – who spearheaded the quest for the sought-after certification – said it had not been an easy feat, dealing with international auditors and a European FSSC 22000 vetting board that had the final say on all applications.

"Being FSSC 22000 certified means that the 30 000 tons of salt produced annually at our IDZ facility is of the highest international quality," she said. "It also means that every step of the production process can be carefully traced, right down to the shop floor employees who handled the product on the day it was produced.

"We had an entire food safety team whose responsibility it was to ensure that our standards met those required by the FSSC 22000 committee. For our IDZ facility to retain this standard, we will be audited regularly."

The company's achievement was lauded by the Nelson Mandela Bay Business Chamber, with chief executive Kevin Hustler saying it was evidence that the city was capable of producing globally competitive players not just in the automotive sector, but in the food and agro-processing sectors as well.

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Weekend Post

5 December 2015

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SEE
HOW
IT
RUNS

