



REALISING POTENTIAL

## Pioneer Foods opens new and expanded Bokomo UK facility in England

One of South Africa's leading food companies, Pioneer Foods, is making its mark in the United Kingdom with the official opening of their new Bokomo UK facility in Orton Southgate, England in June 2016.

Situated less than two kilometres from the previous Bokomo UK factory, the new facility has been built from scratch and was designed specifically to fit the requirements of a breakfast cereal business. "This new facility allows us to significantly increase our capacity as we continue to produce the popular and high quality Granola, Crunch, Crisp, Muesli and Porridge breakfast cereals for which Bokomo UK is synonymous for," comments Bokomo UK CEO, John Hiles.

"Of all the new features that the new facility offers, the potential to further expand our operation is perhaps the most exciting," says Hiles. "With enhanced capacity as a result of focused production lines and world class packing capabilities, the business has space to grow and drive further value for the Pioneer Group's UK operations in Bokomo UK's new home."

Construction on the modern facility was completed in May 2016. "Pioneer Foods is well positioned to strengthen our presence and operational capacity in the UK and we are confident that this new facility will enable us to achieve our growth objectives in this attractive market," remarks Roux.

Govender adds, "The old facility had reached capacity and restricted Pioneer International's growth ambitions. Not only does the new facility enable further growth, it has also passed the most stringent customer audits in the UK. With these credentials in place, we are well positioned to focus on growing our share of the UK breakfast cereal market.

The new Pioneer Foods Bokomo UK facility, will continue to boost the manufacturer's positive growth trajectory – supplying healthy, tasty and cost effective breakfast cereals to the UK and rest of world markets.

