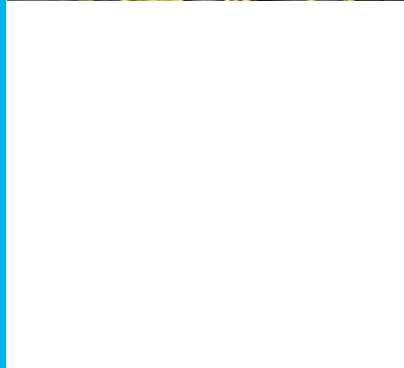


QUALITY GREAT SPECIAL  
BRANDS FOOD MOMENTS



LIBSTAR

EXPORT OVERVIEW

# About Us

## OUR BUSINESS

Libstar is a producer and distributor of quality products and brands for the consumer-packaged goods industry in South Africa and internationally.

## OUR NORTH STAR FOR SUSTAINABLE PROFITABLE GROWTH

Libstar is a sustainable food company inspired by the consumers we serve. We build our growth and profitability by developing innovative category solutions and cultivating an unparalleled portfolio of food brands.

As trusted channel partners, we align closely with our customers to offer the best local and international selection of perfectly crafted products that nurture families every day. With passion and purpose, we deliver great-tasting, nutritious food products of high quality to our valued consumers as One Libstar.

## OUR PURPOSE:

Nourishing and uniting people with great-tasting, quality food.

## OUR BRAND PROMISE:

QUALITY BRANDS GREAT FOOD SPECIAL MOMENTS



CapeHerb&Spice™

RIALTO



Umatie



## Who we are

We partner with well-known retailers to create a range of products and collaborate with our customers to provide brands that resonate with consumers. We work closely with our customers, understanding their individual strategic objectives, growth plans and requirements and use our category expertise, supported by a deep understanding of our customers and consumers in these retail environments, to meet – and hopefully exceed – customer expectations by ensuring their competitiveness.

We also conduct ongoing research to understand our consumers and their ever-changing requirements. Our teams participate in international trade shows to keep our customers at the forefront of global trends.

## OUR KEY STRENGTHS

1 Quality and variety of products

4 Deep understanding of market and consumer trends

7 The talent and expertise of our people

2 Global reach We export to more than 60 countries

5 Diverse brand solutions

8 Entrenched customer relationships

3 Low exposure to volatile commodity products

6 High-growth, value-added food categories

We are independently audited by several customers to ensure responsible operations, with a key focus on our supply chain, food safety and resource management.

Our category-led approach and diversified portfolio of own-branded, private label, dealer-own and principal branded products provide our customers with offerings across various price points. Our diversified portfolio mix provides the Group with an advantage in growing our market share in private label (an area that is growing ahead of branded products), by launching new products and driving overall category demand.

# Our business at a glance



## BRAND SOLUTIONS

51%  
private  
label  
products



### PRIVATE LABEL AND DEALER-OWN BRANDS

Private label brands are owned and sold by a retailer under the retailer's name.

Dealer-own brands often have a unique name and are available exclusively at the retailer that owns them.

38%  
branded  
products



### LIBSTAR BRANDS

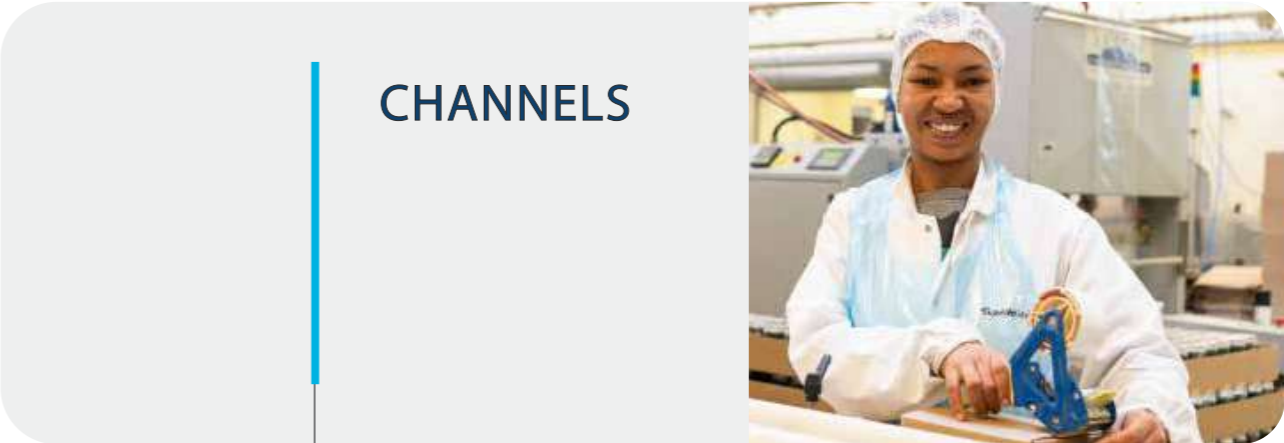
Libstar owns several well-known brands that we produce and distribute. These are sold under labels and trademarks that are proprietary to us or produced and distributed by us under licence agreements with brand owners.

11%  
principal  
brand  
products



### PRINCIPAL BRANDS

We represent several well-known international brands in South Africa – sourcing, importing, marketing and distributing these under a purchase or distribution arrangement between Libstar and the owners of the brand. Many of these are imported, marketed and distributed from European, Asian and American food manufacturers.



## CHANNELS

59%



### RETAIL AND WHOLESALE

We supply products across our categories into the retail and wholesale channel.

Our brand solutions, combined with longstanding and successful relationships with South Africa's largest food retailers, allow us to strategically position our Libstar brands alongside dealer-own, private label and principal brands on retail shelves.

20%



### FOOD SERVICE

We manufacture and supply perishables, groceries, baked goods, wet condiments and packaging to the food service industry, including quick-service and sit-down restaurants.

11%



### INDUSTRIAL AND CONTRACT MANUFACTURING

We manufacture products for trusted brand owners in South Africa and globally.

10%

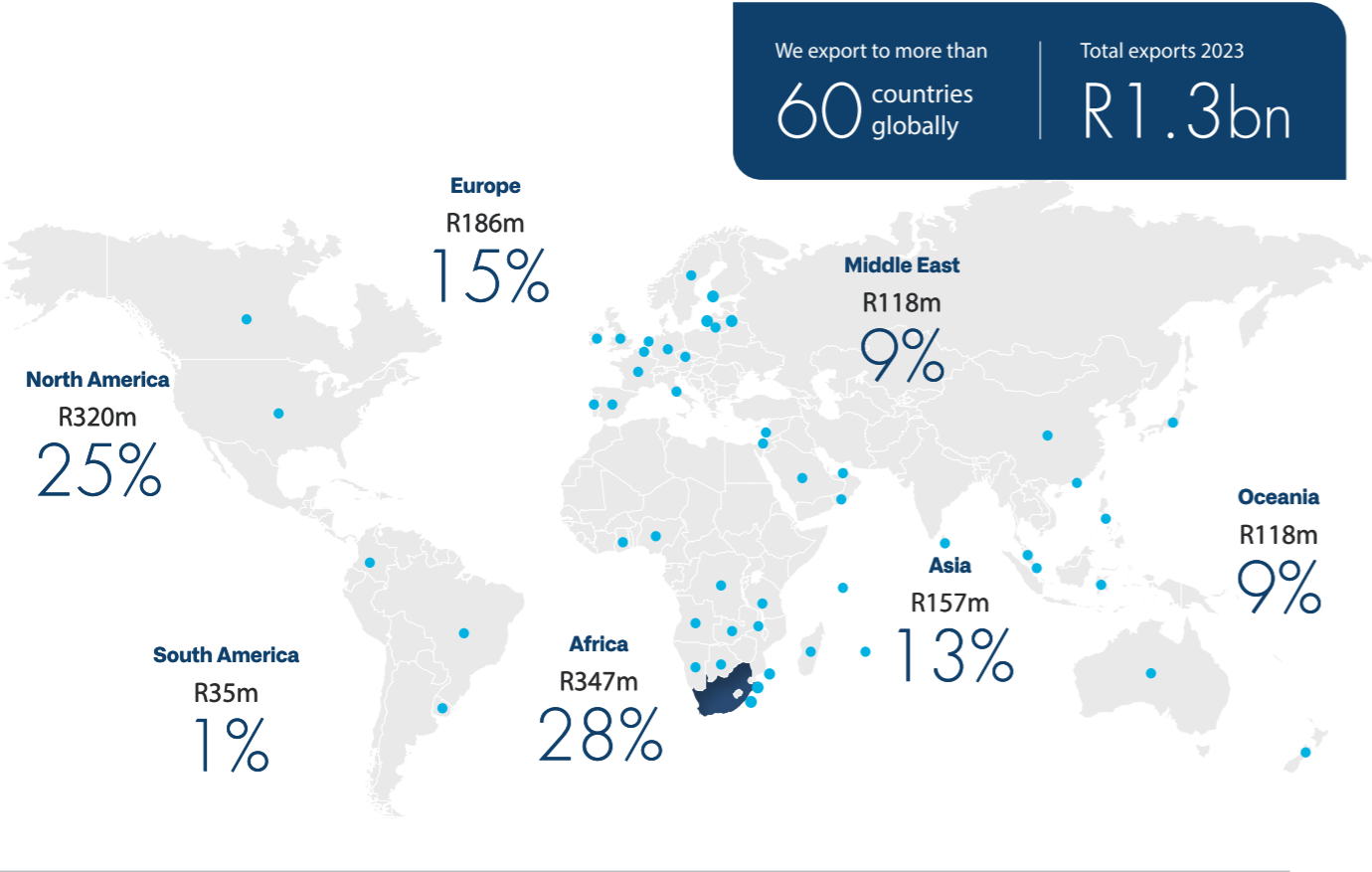


### EXPORT

We export to more than 60 countries.

# Where we operate

Libstar is based in South Africa. We operate nationally through business units situated in the provinces of Western Cape, Gauteng, KwaZulu-Natal, Eastern Cape and Mpumalanga.



● Export to country    ■ Operating in country

- Angola

Austria

Australia

Bahrain

Botswana

Brazil

Canada

China

Columbia

Curaçao

Czech Republic

Denmark

DR Congo

France

Germany

Ghana
- Greece

Hong Kong

Hungary

Iceland

India

Ireland

Israel

Italy

Japan

Kuwait

Lebanon

Lesotho

Malaysia

Malawi

Mauritius

Mozambique
- Namibia

Netherlands

New Zealand

Norway

Oman

Paraguay

Philippines

Poland

Portugal

Qatar

Réunion

Saudi Arabia

Seychelles

Sinagpore

South Africa

South Korea
- Sri Lanka

Swaziland

Sweden

Switzerland

Taiwan

Thailand

United Arab Emirates

United Kingdom

United States

Uruguay

Vietnam

Zambia

Zimbabwe

# Brands

## Private Label & Dealer Own Brands



## Libstar Brands



## Contract Manufacturing



## Food Service



6 Export Product Categories:

GROCERIES &  
BEVERAGES

9



GIFTING

17



SNACKS

19



BAKED GOODS  
& BAKING AIDS

21



FROZEN &  
PERISHABLES

25



NON-FOOD

29





Finding their way onto the shelves of household-name supermarkets - and into the pantries and cupboards of homes world wide - these creations are favourites across the taste spectrum.

### AMBASSADOR

Peanut & Nut Butters, Cereals

### MONTAGU FOODS

Marinades & BBQ Sauces, Chutneys, Table Sauces, Soups, Cook in Sauces, Pasta Sauces, Speciality Condiments

### CAPE COASTAL HONEY

Varieties of Honey, Creamed Honey, Infused Honey

### DICKON HALL FOODS

Chutneys, Mayonnaise, Salad Dressings, Sauces, Tomato Pastes, Marinades, Milkshake Syrups

### CAPE HERB & SPICE

Herbs, Spices, Seasoning Blends, Grinder Specialists, Full Tea Category, Bulk Rooibos

### CECIL VINEGAR WORKS

Naturally Fermented Vinegar Based Products & Infused Vinegars

### CAPE FOODS

Herbs, Spices, Seasoning Blends, Grinders

## GROCERIES & BEVERAGES

### Marinades & BBQ Sauces



### Chutneys



### Vinegars



### Hot Sauces



## Table Sauces



## Pour Over Sauces



## Cook in Sauces



## Pasta Sauces



## Soups



## Stocks



## Salad Dressings &amp; Vinaigrettes



## Spreads



## Toppings



## Liquid Seasonings



## Vinegar Reductions &amp; Glazes



## Teas



## Cereals



## Salt & Pepper



## Seasoning Blends



## Himalayan Salts



## Air Fryer Seasoning



## Popcorn Sprinkles



We have a large variety of packaging formats and solutions for Herbs & Spices.



### CAPE HERB & SPICE

Shakers, Grinders, DOY Packs, Jars, Tubs, Boxes

### CAPE FOODS

Shakers, Grinders, DOY Packs

#### Shakers



#### Grinders



#### DOY Packs



#### Jars & Tubs



#### Boxes





We believe that great design feeds the heart as much as delicious food feeds the soul. We align global culinary trends with our masterfully blended ingredients to create eye-catching gift sets that appeal to all the senses.

### CAPE HERB & SPICE

Themed Sets:

- BBQ
- Chilli
- Tea
- Drink Infusions

Large Grinders

Multi-Pack Combinations with or without hardware components

### Tea & Beverage Gifts



### BBQ & Chilli Gifts



### Spice Gifts



### Half Tube Range, Pepper Trade, African Spirit



Any time between meals is snack time, and our Libstar family produces some solid-gold favourites. Whether you're on the run, exploring the outdoors or relaxing at home, they're always within arm's reach.



**AMBASSADOR FOODS**  
Snack Bars, Nuts, Seeds & Fruits

### Snack Bars



### Nuts, Seeds & Fruits





The aroma of freshly baked goods is at the heart of any home. The products of our Libstar family offer a total baking solution.

### AMARO FOODS

Wraps

### RETAILER BRANDS

Range of Baking Aids including Baking Powders, Essences, Colourings, Yeast

### AMBASSADOR

Alternate Flours, Sugars & Vegetable Powders, Nuts, Seeds

### CAPE HERB & SPICE

Flavoured Sugars, Vanilla Pods, Vanilla Powder, Vanilla Paste, Vanilla Extract

### CAPE FOODS

Baking Sprinkles

#### Baking Aids



#### Essences & Colourants



## Baking Ingredients



## Flavoured Sugars



## Baking Sprinkles



## Wraps



From humble beginnings  
to something great.

From an old family recipe  
to a Michelin plate.



For daily enjoyment and convenience, our fresh and frozen offering elevates your every day.

### FINLAR FINE FOODS

Fresh & Frozen Pre-formed Patties,  
Value-Added Coated Beef & Chicken,  
Value-Added Coated Plant Based Proteins

### AMARO

Fresh & Frozen Par-Baked Breads,  
Wraps & Pastries

### UMATIE

Frozen Baby & Kids Meals

### MILLENNIUM

Fresh & Frozen Ready Made Meals

### LANCEWOOD

A wide range of award-winning dairy products such as hard cheese, cream cheese, cottage cheese, dips, sauces, yoghurt and butter.

### DENNY

Farm Fresh Mushrooms

## FROZEN & PERISHABLES

### Hard Cheese



### Soft Cheese



### Fresh Pour Over Sauces



### Yoghurt



### Par-Baked Breads & Pastries



## Pre-Formed Patties &amp; Value Added Proteins



## Ready Made Frozen Meals



## Baby &amp; Kids Meals



## Fresh Mushrooms



From fast food to leisurely picnics, we provide the full range of serving solutions.



### RIALTO

Food-Service Packaging, Eco Single Use Crockery for Retail & Food Service

### Crockery



### Cups



### Eco-Range

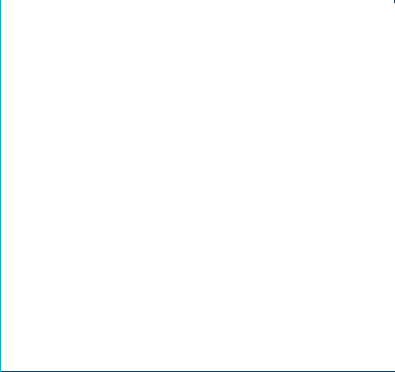




QUALITY  
**BRANDS**

GREAT  
**FOOD**

SPECIAL  
**MOMENTS**



LIBSTAR

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With over 25 years of export experience Cape Herb & Spice provides the gateway to match Libstar capabilities to customer needs

Contact us to get started:

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