



Taste the Seven

A Lowveld Culture Culinary Activation

Global Statistics

40% of international tourism is cultural tourism

58% of travellers heavily consider cultural authenticity

30% seek out specific cultural events like festivals

39% of South African visitors cite experiencing a different culture as their primary motivation for visiting the country!

ALWAYS present the best of your own culture to the world!

Use your unique language, art, food, drinks and customs

How amazing is it that the Lowveld can offer at least 7 cultures and every establishment can do it through their own food and drink offerings!

Background

Promoting multiple cultures through food offerings in the hospitality / tourism industry, is a powerful way to

enhance guest experiences,
celebrate diversity, and
drive revenue & growth.

Success relies on

authentic storytelling,
inclusive menu design,
targeted marketing, and
thoughtfully curated cultural events.

The 7 Food Cultures of the Lowveld

- English
- Afrikaans
- Portuguese
- Indian
- Swazi
- Shangaan or Tsonga-Shangaan
- Agri-Culture – a universal language of respect for produce!
 - And quite a few more, including pre-colonial and our ancient cultures
 - Some establishments have owners from other cultures, which is part of your own unique 7 cultures – use your heritage and showcase our Rainbow Nation!



Originals

- Braaivleis, pap, braaibroodjie
- Offal, walkie-talkie, skilpadjies, pofadder
- Biltong, droewors
- Boerewors
- Vetkoek
- Grilled Mielies
- Melktert
- Malva Pudding
- Koeksisters
- Potjiekos
- Amarula liquor & Gin!!!
- Beskuit
- Whole fruit preserves
- Koeksisters

Fusion foods

- Portuguese chicken & chips
- Our own brands of hot sauces!
- Bunny chow
- Trifle with fresh soft fruit
- Bobotie
- Katkop
- Pecan Pie
- Potato Salad
- Bean soup
- Curried sosaties / chops
- Peri-peri prawns
- Padkos – the picnic basket – for the safari industry



The challenge for your town / reserve

Come up with one dish per town which is absolutely iconic to that town, and perhaps the number one dish for the Lowveld.

This is a great challenge for your next LTO meeting!

Graskop created a whole sub-culture with pancakes!

Street food is an almost lost opportunity – kick out the franchises and sell our own street food

Creating your cultural activation

- Fun brain-storm event to decide on dishes you can inject, playing on the strengths and cultures in your team
- Curate your menu, from breakfast to picnics, to dinner
- Start marketing this to the world – look at our amazing menu, and attach the stories of the people who grew up with these dishes
- Create a special event – a bush braai is a perfect example, but what about a real special event every year!
- The souvenir – the pictures, but also perhaps a checklist of everything you should eat in the Lowveld! Maybe even with pins on a map
- Remember to tell the story about the dishes and the cultures – in the menu and by your staff, to tell guests what these dishes are all about – ghost stories at a boma fire, memorable forever!





Great ways to inject culture into food

- A welcome drink & the room drops (not just a chocolate), there are great authentic sweets, biscuits and mini-tarts you should rather use
- Greet guests in your language, followed by English / their language
- Liquor /Gin & Afrikaans dessert pairing, instead of a high tea
- Ice cream and a sauce is a great platform, i.e. mopani worm ice cream
- Padkos, the original travellers on the trade wagons and those who have and are still enjoying road tripping
- Add a couple of cultural dishes to the buffet
- A tasting menu or poolside / bar snacks
- Vetkoek or pancake with various interesting fillings
- A cheese board is great to show off our great preserves, stewed dried fruit, hot sauces and amazing fresh fruit
- Although hamburgers are kind of foreign, it is a great way to inject our own flavours, i.e. soetpampoen, ocra, katkop style, bobotie, biltong, chicken feet, etc.



Start brainstorming

Use our authentic Lowveld culture to grow your business by at least 30%

Enhance the experience

Authentic storytelling – descriptions on the menu and create that emotional connection with your diners

Diverse culinary teams – Hire chefs and experts from the specific cultural backgrounds you are featuring to ensure authenticity and respect for traditional recipes

Rotating concepts – Pop-up kitchens, guest chef residencies

Immersive guest experiences – hands-on cooking classes, mixology sessions and pairing workshops led by cultural experts

Thematic Dining – use the cultural calendars to integrate traditional food, music and décor

Cultural competency – educate your front-of-house staff on the cultural significance of the food

Storytelling ambassadors – train servers to confidently share the background of the food, making them key storytellers for the experience

Local collaborations – partner with local cultural organisations, artisans, and suppliers to source authentic ingredients and co-host events

Targeted campaigns – use social media to highlight behind-the-scenes preparation, the heritage of the ingredients, the producers and farmers, and spotlight the chefs driving the menus



Turn your
'Everyday'
into real
tourism
growth for
your business!