



GET IT PROMOTION

The BEEF Bri

Bloemfonteiners deserve the best beef – and now Sparta is bringing it to you. Get It's **Lindsay Batteson** went to find out more about Taste It, Love It, the promotion that is taking the meat-eating masses by storm.

Sparta has become well known for being the leading supplier of beef and beef products in the Free State. Family-owned and operated, Sparta Beef employs approximately 1 200 people and has over 50 meat products. This is no mean feat for an operation that was started in the late 1960's by Dirk van Reenen and his wife Betty. The farm, named "Sparta", was situated in the Marquard district and began with no more than 30 head of cattle. Today at any given time, The Sparta Group has anything between 35 000 to 45 000 head of cattle on their feedlot and between 10 000 and 23 000 calves on the various farms. But despite the growth that the group has experienced over the years, it still remains very much a family affair. Thanks to Lou van Reenen as well as his siblings Estelle and Lynette van Reenen, the business ethos is based solidly on family values.

The Sparta group is currently making the shift from being a supplier to the wholesale meat industry to becoming a household name. Lynette adds: "Sparta is in the midst of a very interesting, and for

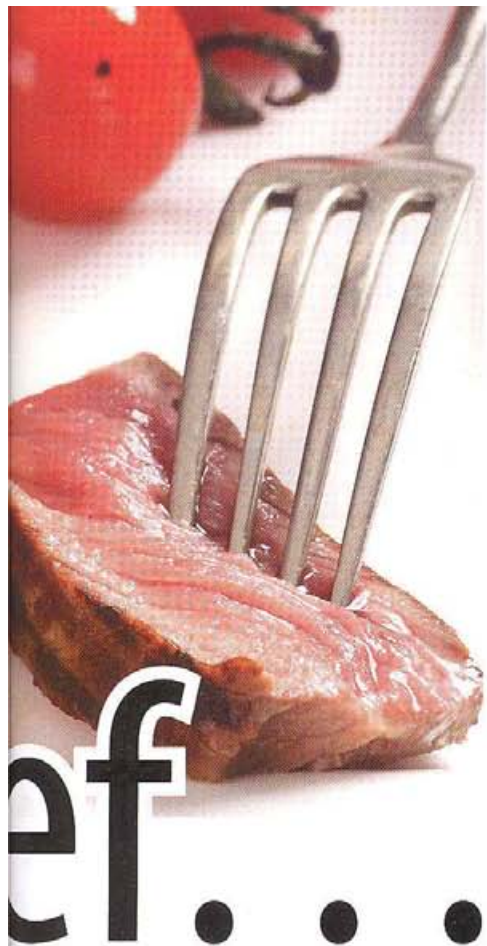
us, dynamic migration. It is in the spirit of this that we have created the "Taste It, Love It" promotion. We have been selling to wholesalers and retailers for many, many years but now the consumer will be able to ask for Sparta meat and be assured of the quality of the meat they are eating."

The Taste It, Love It promotion has been creating a buzz for a number of weeks already, and will come to an end on 31 July. The promotion is a novel concept, one that the group is exceptionally proud of. "For this promotion, we have selected 8 restaurants in the central South Africa region to partake in a tantalising taste sensation. The Olive Chef School in Bloemfontein has created 6 mouth-watering dishes. From this selection, each restaurant selected three recipes that form part of the Taste It, Love It promotion running at their venue. These three dishes are menu items on their menus and are prepared by their staff for the duration of the promotion."

For Lynette, the Olive Chef School was the first point of call when faced with the task of creating the 6 recipes. "After tasting Rinette's food, it was an obvious choice.

Rinette is innovative and an excellent chef." Chef Rinette Enslin, a Silwood Kitchen Graduate, is the principle of Olive Chef School. She has 18 years of national and international work or training experience in the industry. Her passion for culinary excellence and creativity are the fundamentals on which she runs Olive Chef School in Bloemfontein. When it came to creating the ultimate recipes for Sparta meat, inspiration came easy. "The Olive Chef School has been using Sparta meat for many years, they cannot be beaten when it comes to quality and price. They aimed for simplicity, to add emphasis and focus on the exceptional taste of the meat. We also took the fact that it would be winter into consideration, using seasonal ingredients that are readily available," says Rinette, clearly a serious supporter of Sparta's wide range of products.

With the Rump Steak Potjie, Fillet Shish Kebab, Sirloin with Blue Cheese and Sundried Tomato Butter, Sirloin Ciabatta Sandwich, Rump Ragout and The Beef Fillet, one is absolutely spoilt for choice. As an added bonus, if you order any of the



ef. . . .

selected Sparta dishes at the participating restaurants, you will be eligible for a prize draw where thousands of rands worth of succulent Sparta meat can be won. You'll also receive a take-home fridge magnet recipe with each Sparta Taste It, Love It meal ordered. And to make sure that you get to use the same quality meat product at home, Sparta has been made available at selected retail outlets.

One thing is certain, with Sparta Meat, you're sure to taste it...and love it!

Sparta (Welkom)
Tel: 057 916 7700
Email: contactus@sparta.co.za
Web: www.sparta.co.za



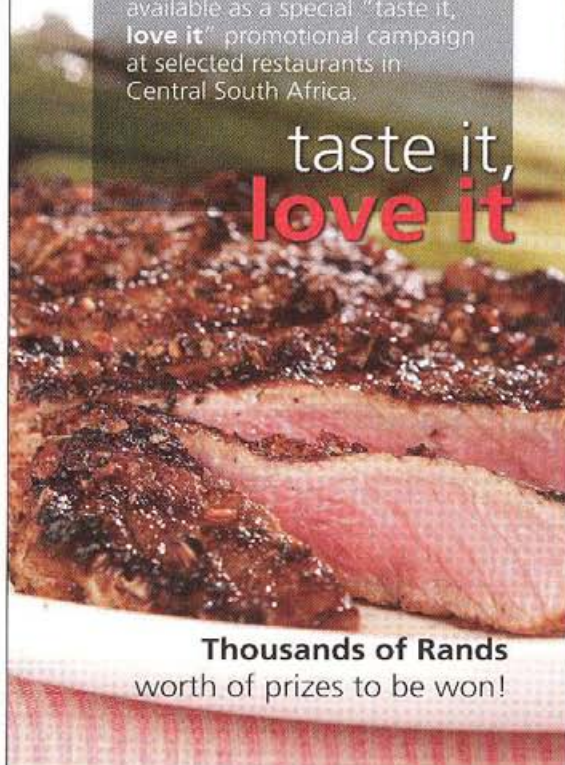
DINING WITH THE DJ...

For 13 weeks, I, Tim Thabete, am going to be wined, dined and treated to the finest beef that the Free State has to offer. It's all about Sparta Beef and their Sparta Taste It, Love It Campaign. With the help of the Olive Chef School, Sparta beef has created 6 gourmet dishes, that they've made available at 8 restaurants throughout the region. I'll be going on a pilgrimage every week to make sure I sample these tasty chef-designed gastronomical treats. After each visit, I'll be telling you all about my experiences during the Sparta Taste It, Love It Minute every Friday at 11:45 on Tim Time. Get the recipes online at www.sparta.co.za or go to ofm.co.za to find out about these delicious gourmet dishes and more, only on OFM – keeping you warm in the winter.

Come share in the **SPARTA** taste sensation

Dishes especially created for Sparta, by the Olive Chef School in Bloemfontein, will be available as a special "taste it, love it" promotional campaign at selected restaurants in Central South Africa.

taste it,
love it



Thousands of Rands
 worth of prizes to be won!

Eat Sparta Beef at the following selected restaurants:

Cattle Baron	_____	051 446 0215
Meel	_____	051 448 8836
Mexican	_____	051 430 4526
Seven on Kellner	_____	051 447 7928
Träumerei	_____	051 448 7220
Vasco's	_____	051 436 6184
De Stijl (Gariëp)	_____	051 754 0060
Oppi Stoep (Marquard)	_____	051 991 1210

Sparta Beef now available at the following outlets:

Bloemfontein	
Langenhoven Park	
Pick n Pay	_____ 051 446 4108
Preller Plein Spar	_____ 051 436 1870
Van Vuuren Wors	_____ 051 430 7239
Welkom	
Sparta Mega Meat	_____ 057 355 7546

sparta 
 QUALITY BEEF SINCE 1966

www.sparta.co.za