



NATIONAL YOUTH DEVELOPMENT AGENCY

# **Businesses You Can Start**

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## Fish and Chip Shop



# 1. Introduction

This guide explains the basics of how to start up a fish and chip shop. It looks at the skills and training you need, describes your likely competitors and customers, and highlights opportunities in the market. It also talks about costs, pricing and legal requirements, and suggests sources of further information.

A fish and chip shop sells ready to eat, takeaway seafood and chip meals. Meals are prepared and cooked in the shop, and are served open to customers that want to eat on the move or wrapped for customers that wish to eat at home. A range of accompaniments and additional items can also be served, including wraps, rice, sauces and gravy.

Fish and chips have been popular in South Africa for decades, but consumption has been boosted by the recent growth of franchise chains that specialise in this type of food. These range from the more upmarket, sit-down restaurants like the Ocean Basket and Fishmonger, to the more fast food outlets like Something Fishy, Captain Dorego's and Fishaways.

Some 10% of fast food franchises specialise in seafood, operating over 280 outlets across South Africa. While the traditional fish and chip takeaway was a standard, deep-fried meal with salt and vinegar, today's fish and chip shops offer a range of exotic and specialist recipes and styles to attract new customers. The need to offer a less greasy option to the more health-conscious consumer is also increasingly important.

## 2. Are you suited to this type of business?

Working in a fish and chip shop will be physically demanding and you will need lots of stamina. As with the majority of shop-based businesses, you often need to lift heavy loads and spend long periods on your feet. An interest in seafood is essential, as the market is always changing. To keep your business ahead of competitors, you need to be aware of changing market trends - including recipes, ingredients and health issues – and how to take advantage of them.

A fish and chip shop will have very busy periods around lunchtime and in the evenings. You should be the sort of person who can remain calm and professional when working under pressure, and be comfortable dealing with a wide range of customers.

Mental arithmetic skills are useful in this type of business, as you will have to quickly calculate orders and give change to customers. Although electronic tills will help you to do this, your own skills will help during busy periods when you are serving one hungry customer after another.

Management skills are important, as you will inevitably need to take on staff to help you with the workload. Your regular tasks will then be to organise which staff will work when (long opening hours often mean that you have to rotate your staff in shifts), payrolls and holidays. It is vital that you can organise yourself and others well if you want your business to run smoothly. Other general business skills such as bookkeeping and invoicing will be useful too.

## 3. Knowing and reaching your market

### 3.1 Who are your customers likely to be?

Your customer base will cover a wide range of consumers, including some of the following:

- Many people view fish and chips (and other takeaway foods) as a treat and will buy them in the evenings or at the weekend. This is probably the most common way in which consumers purchase takeaway foods so you should be able to meet demand during these peak periods. Offering family meals and children's portions can also help you to attract men and women who are looking for alternatives to cooking a large family meal.
- Factory and office workers of all ages will prove to be regular customers. Employees from local businesses frequently eat out at lunchtimes and often prefer a hot meal to pre-packed sandwiches or salads. Offering discounts or running special offers on certain days of the week (when business is normally a bit slow, for instance) will help you to keep these consumers loyal.
- Students often order fish and chips during their lunch breaks. Serving this type of customer will mean that you have to open every weekday lunchtime, but such customers can prove loyal and fairly lucrative if you are based close to a college or university.



People leaving movies, clubs and bars often buy takeaway food on their way home. Staying open late will allow you to cater for these customers, especially if your shop is in or near a mall or busy street for entertainment venues.

**It is not always easy getting information and statistics about the people living and working in the area where you want to start your business. But without this information, there is no way of knowing who will buy your products (that is, who your market is) and why. Statistics South Africa does research into the country's population, showing gender, education levels, population group, and income levels and many other indicators that you will find useful in planning your business. Contact Statistics South Africa's user information services on Tel: 012 310 8600, email [info@statssa.gov.za](mailto:info@statssa.gov.za) or visit their website at [www.statssa.gov.za](http://www.statssa.gov.za).**

## 3.2 Who will you compete against?

A fish and chip shop will face competition from places like:

- Other fish and chip restaurants or takeaways in the local area. These will be your direct competition; they offer similar if not identical menus, it is important to find ways of distinguishing your business. Special offers, discounts or alternative varieties of fish - including haddock or even salmon - can help to do this.
- Large fish and chip franchises. As mentioned previously, the franchise format is popular in South Africa's restaurant and fast food sector, and consumers may prefer to buy food from a branded, well-known outlet rather than a smaller, independent shop.
- Supermarkets selling frozen fish and chips and ready meals. Supermarkets offer a wide range of products under one roof and many consumers enjoy the convenience of frozen meals, which can be eaten long after it was purchased. As more people get access to electricity in their homes, and use electrical appliances like refrigerators and freezers, there will be a growth in the consumption of frozen food like this.
- Local takeaway outlets that specialise in Indian, Chinese, Italian and other fast foods. They will compete for the same customer base, offering alternative food styles and flavours.
- Restaurants that offer seafood meals. The whole restaurant experience – dining at a table and being waited upon – may also encourage consumers to eat out rather than buy takeaway food to consume at home.
- Pubs and café-bars offering an assortment of meals, including fish and chips. Like a restaurant, some customers may find the experience of eating in a pub or café might be more appealing than takeaway options.
- Other fast food takeaways like McDonald's, KFC, Wimpy and Steers. The strong brand and good location of this kind of outlet usually ensures its popularity.
- Home cooking is still extremely popular and many consumers would rather prepare their own meals than purchase takeaway dishes.

## 3.3 What are the key issues affecting your market?

Fish and chips are a popular hot takeaway food for South Africans, despite heavy competition from a range of other options including pizza and Indian food. Fish and chip shops offer good value for money compared to many of these alternatives; fish also contains less fat and fewer calories, especially if it is grilled rather than fried.

The demand for healthier convenience foods has been good for fish and chip shops, with many of them changing their cooking processes and changing their ingredients as a result. For instance, lard (traditionally used to fry fish and sausages) is increasingly replaced with lighter batters and vegetable oils for a much healthier dish.

The fish and chip industry is always evolving to meet the demands of all generations, giving customers an improved eating experience, better levels of customer care and a wider range of products than ever before. Most fish and chip shops sell extras, such as wraps, fishcakes, fish burgers, spring rolls, and pies, in addition to the basic fish and chip menu, to appeal to a wider variety of customers. Traditional newspaper wrap has been abandoned in favour of plain wrap or polystyrene boxes.

## 3.4 How can you promote this enterprise?

It is important to find the right place for your shop. It needs to be close to where your customers are, and preferably also close to where they shop, work or go to school – so that it is convenient to visit your shop in between all the other things they must do each day. Research your possible locations well, and make sure that the kind of people who live and work in the area of your shop will want to buy from you. Being close to a college or university, or instance, could ensure that you get a good lunch-time trade from students; or being next to a taxi rank could give you busy afternoon and evening trade from commuters.



Word-of-mouth recommendations will be one of the most important ways of promoting your business to new customers. Every happy customer can become a 'walking advertisement' for you. You need to ensure good quality every day, and fair prices, before your customers will start talking about you. But you can also be pro-active about this: try offering a special deal in your first month or two – where you give your existing customer a free serving of chips for each new customer they introduce. A welcoming attitude and friendly service will make this easier.

Advertising in your local suburban newspaper is usually not too expensive, but don't rely on an advert by itself. Write regular articles to the newspaper about aspects of your business that readers will find interesting, such as why fish are healthier to eat, or some interesting recipes that will encourage people to eat more fish. The important thing is that readers must start to see you not just as a shop, but as an expert in what you do. That way, they will be more likely to remember your shop and buy from it with confidence.

Go beyond the newspapers with this information; talk to your local radio stations about these interesting topics. They might not use your information immediately, but make sure that they have your details next time they are looking for someone to talk to about fish, chips, food in general, or running a small business. Whatever the topic, it will give you an opportunity to publicise yourself and your business.

You don't need to wait for promotional opportunities to arise; you can create them. Think of ways to make your business part of the community you are in. Organise something like a cooking (or fish-frying) demonstration, or a visit to a fish factory for a small group of school children as an educational outing. Even sponsor the shirts for a local football team. The local newspaper won't always be able to send a journalist to your event, so take photographs yourself, prepare a press release, and send these in for the editor to consider.

Get some brochures and business cards printed, so that customers can take these with their orders. By offering a phone-in service (where customers can phone their order through and collect it later), you give them a reason to keep your contact details on their fridge or notice board.

If you are located in a tourist area, distribute your promotional brochure to your local tourist information centre and at guesthouses nearby.

Consider offering a special deal at lunchtimes, and expanding your product range to include items such as kebabs and pizzas. These promotions can help to keep current customers loyal and introduce new customers to your range of dishes.

Join your local chamber of business, and meet other businessmen in your area. They might have a need for regular lunches in their offices, or will be prepared to advertise your shop to their staff and customers.

**The National Youth Development Agency subsidises business support for youth enterprises owned by previously disadvantaged youth and women. With the Business Consulting Services Voucher programme, you can get technical assistance and managerial support (in business planning, marketing, financial systems, etc) for your business from an expert in your area. See the NYDA website ([www.youthportal.org.za](http://www.youthportal.org.za)) or phone 08600 YOUTH (96884) for more details.**

## 4. What will you need to start this business?

### 4.1 What training do you need?

It is always a good idea to have some training and experience in the field in which you want to start a business. While many people have succeeded in something completely unrelated to their past work experience, this is the exception rather than the rule. Here are some organisations to talk to about training:

- Speak to the Tourism, Hospitality and Sport Education and Training Authority (Theta) about certified training providers in your area ([www.theta.co.za](http://www.theta.co.za)).
- The website of the South African Chefs Association ([www.saca.co.za](http://www.saca.co.za)) also has a useful list of trainers, categorised by region so that you can find one near you.
- A useful resource for finding a variety of training courses is the website [www.skillsportal.co.za](http://www.skillsportal.co.za); it is regularly updated with courses on offer from a range of training companies around the country.
- Contact the Tourism Enterprise Programme ([www.tep.co.za](http://www.tep.co.za)) about training opportunities; it has regional offices in the main centres.
- The Institute for Hospitality Education (SA) offers courses from City & Guilds International (certificate and diploma) in the hospitality industry, where you can work and study at the same time ([www.ihesa.co.za](http://www.ihesa.co.za)).



You can often work and study at the same time, so ask these organisations what training they offer that you could do part-time. Distance learning courses (these used to be called 'correspondence' courses) also let you study in your own time; organisations like Intec ([www.intec.edu.za](http://www.intec.edu.za)) offer these courses in cooking, catering and hospitality.

There are also short training courses available in food hygiene and in Hazard Analysis and Critical Control Points (HACCP); these skills will help reduce the risk of ever being closed down by health inspectors. Organisations like Swift Micro Laboratories run these courses in Cape Town and Gauteng ([www.swift.co.za](http://www.swift.co.za)).

If you have the time and money, there are a range of courses that earn you a certificate or diploma in the hospitality field. These include:

- National Certificate in Fast Food Services (on Level 3 of the National Qualification Framework)
- National Certificate in Food & Beverage Services (NQF Level 4)
- National Diploma in Professional Cookery (NQF Level 5)
- National Diploma in Fast Food Services (NQF Level 5)
- National Diploma in Food & Beverage Management (NQF Level 5)

**There are a number of technikons around the country offering a range of courses; contact the career guidance centre of the technikon in your area for more information about what they offer. You can also download A Learner's Guide to Higher and Distance Education from the National Youth Development Agency website ([www.youthportal.org.za](http://www.youthportal.org.za)) or go to a Youth Advisory Centre in your area for advice.**

**The National Youth Development Agency offers Entrepreneurship Education for in-school and out-of-school youth. NYDA also offers you the support of a mentor as you start up and build your business, through its Volunteers-in-Action Mentorship Programme. See the NYDA website ([www.youthportal.org.za](http://www.youthportal.org.za)) or phone 08600YOUTH (96884) for more details.**

## 4.2 Obeying the law

The information in this section will just give you a starting point; you should get legal advice from a professional before making important decisions that might have legal implications.

### Registering your business

**One of your first decisions when starting a business will be whether to operate as a sole trader (under your own name) or register the business under its own name (as a close corporation, partnership, co-operative or company). To make this decision, you must first understand the benefits and disadvantages of each option.**

**For more information on this, you can talk to the Companies and Intellectual Property Registration Office (Cipro) on 0861 843 384 or go to their website ([www.cipro.co.za](http://www.cipro.co.za)). You can also download NYDA's guide on Starting Your Own Business from the organisation's website at [www.youthportal.org.za](http://www.youthportal.org.za).**

### Paying taxes

You need to pay income tax on your earnings as an individual. If you run your business as a sole trader, then all your business earnings will be regarded as your personal earnings – and you have to pay tax on that. If your business is registered as a close corporation, company or cooperative, then the business has to pay tax on its profits.

You also need to deduct Standard Income Tax on Employees (SITE) and Pay As You Earn (PAYE) from your employees' salaries, and pay this to the South African Revenue Services (SARS). Talk to SARS to find out how to register yourself, your employees and your business as tax payers; the national call centre number is 0860 12 12 18 and the website is [www.sars.gov.za](http://www.sars.gov.za).

If your turnover is more than R1 million per year, you must charge your customers value-added tax (VAT) on your products, and pay this VAT over to SARS regularly. Contact SARS to register as a VAT 'vendor' and to learn how to fill in a VAT return.

To explain this process to small businesses, SARS has published a 'Small Retailers VAT Package'. Contact your local SARS office, or visit the website at [www.sars.gov.za](http://www.sars.gov.za) and click on 'Forms' in the left hand column.

### Employment regulations

If you have anyone working for you, you must register as an employer with the Department of Labour, and make contributions on behalf of your employees for Unemployment Insurance (UIF) and Workmen's Compensation.

As an employer, you need to comply with the Basic Conditions of Employment Act, which regulates working hours, overtime, leave, deductions, etc. It also says that you must give employees their terms of employment in writing, and can only dismiss them using the correct procedure.



If you have more than five employees, you must display a summary of the Act at your business premises.

For more information, speak to your local Department of Labour office or visit the department's website at [www.labour.gov.za](http://www.labour.gov.za), which has a number of useful guides on these and other topics.

#### Minimum wage

All businesses in the hospitality sector (hotels, guest houses, restaurants, taverns, fast food shops, contract caterers, etc) must pay their employees at least the minimum wage for this sector.

- If your business has ten employees or less, then the minimum wage that you must pay is R1,659.08 per month (R382.93 per week or R8.51 per hour).
- If your business has more than ten employees, then the minimum wage that you must pay is R 1,849.65 per month (R426.88 or R9.48 per hour).

This rate applies to the year from 1 July 2008 and 30 June 2009, and is published in the Sectoral Determination 14 (Hospitality Sector) in terms of the Basic Conditions of Employment Act, by the Department of Labour. You can find out more from your local Labour Centre (most towns have one) or the Department of Labour's website at [www.labour.gov.za](http://www.labour.gov.za).

#### Environmental health

As a business that serves food and drink to the public, you need to comply with laws that ensure food safety and the cleanliness of your premises. Department of Health regulations (No. R.494 of 2002) require you to implement a Hazard Analysis and Critical Control Point (HACCP) system to ensure that all food is handled and served without risk to customers' health. You then need a certificate (valid for one year) from a certifying body before you can start trading. For more detail on this, read the regulation (download this at [www.doh.gov.za/docs/regulations/2002/reg494.pdf](http://www.doh.gov.za/docs/regulations/2002/reg494.pdf)) and talk to your local municipality for more details.

You should be aware of the following:

- Foodstuffs, Cosmetics and Disinfectants Act 54 of 1972 (as amended by the Foodstuffs, Cosmetics and Disinfectants Amendment Act 32 of 1981) is to control the sale, manufacture and importation of foodstuffs, cosmetics and disinfectants. In terms of this Act, which addresses the manufacture, labelling, sale and importation of foodstuffs, the Department of Health requires that all foodstuffs are safe for human consumption. Changes to the Act are expected, in terms of a Bill currently making its way through Parliament.
- Tobacco Products Control Act 83 of 1993 prohibits smoking in a public place (like your shop) but allows you to set aside part of your shop for smokers – provided that you comply with the regulations on how to do this (download the relevant legal notice at [www.info.gov.za/gazette/regulation/2000/21610c.pdf](http://www.info.gov.za/gazette/regulation/2000/21610c.pdf)).
- The hygiene of foodstuffs is addressed by the National Health Act of 2003, while hygiene requirements at ports and airports (including vessels and aircraft) are addressed by the International Health Regulations Act, 1974.

#### Business licences

The Business Act No 71 of 1991 is a national law that governs the issuing of trading licences (there are no longer any by-laws on licences). Schedule 1 of the Act lists the businesses for which you need a licence; you need a licence to sell or supply meals, take-aways or perishable foodstuff.

Your premises need to be checked by an environmental health officer (from your local municipality or metropolitan council) before a health certificate can be issued. This inspection includes a general inspection of:

- Sinks and tables in the food preparation area (these should preferably be of stainless steel, which is easy to clean and does not easily harbour dirt and bacteria)
- Ceilings, walls and floors (for cracks where bacteria might breed)
- Ventilation and lighting (to avoid damp and dark)
- Storage facilities like fridges and deep freezers (to ensure everything operates at the right temperatures – bacteria thrives between seven and 65 degrees)
- Clothing and equipment (such as headgear, overalls and gloves) to be worn by staff who prepare or handle food

No restaurant, café or shop can sell prepared food to the public until they have a health certificate. Contact your local municipality and speak to a health inspector about the steps that you need to take to comply with requirements.



## Endangered fish

To protect the sustainability of South Africa's fish stocks, there are limits on which fish and seafood (as well as minimum sizes) you are allowed to buy from suppliers and serve to customers. The Southern African Sustainable Seafood Initiative ([www.panda.org.za/sassi/](http://www.panda.org.za/sassi/)) is working with a number of partner organisations to inform and educate everyone in the seafood trade (from wholesalers to restaurateurs), as well as consumers, to help prevent depleting fish stocks.

According to the UN Food and Agriculture Organisation, some 75% of commercial fish stocks are fully- or over-exploited. In some cases, depleted stocks have failed to recover, even after fishing of these species was totally banned.

If you are planning to serve alcohol in your shop, you need to apply for a liquor licence at your local police station or through the Liquor Board in your province. A list of Liquor Boards can be found on the Small Enterprise Development Agency website, at [www.seda.org.za/content.asp?subID=879](http://www.seda.org.za/content.asp?subID=879).

## Music rights

You need to apply to the South African Music Rights Organisation (SAMRO) to play any kind of music in your shop ([www.samro.org.za](http://www.samro.org.za)).

## 4.3 What sort of costs will you need to cover?

Premises will be one of your main costs. Usually, you will rent a shop in a local shopping centre or office building. The cost of these premises will depend on their size and location; there will also be other costs related to renting, such as electricity, water and rubbish removal.

Before moving in, though, you may need to re-fit the premises for your purposes; this is a cost that the landlord normally pays for, but that depends on the rental agreement and how long the rental term will be. Speak to a health inspector at your local municipality, to make sure that your premises conform to health and safety regulations. The most important point is that you can provide a clean and safe place for you to prepare and cook food.

Your shop needs to be fitted with non-porous work surfaces to prepare the food on (such as stainless steel), as well as fridges and freezers for storing cold foods. To cook the fish and chips, you will need an industrial deep fat fryer. A range of kitchen equipment including knives, pans and chopping boards will also be needed. You can look for catering equipment on websites like [www.hospitalityforum.co.za](http://www.hospitalityforum.co.za), or on directories like [www.easyinfo.co.za](http://www.easyinfo.co.za) or [www.ananzi.co.za](http://www.ananzi.co.za).

You will need a service counter to take orders and an electronic till; you may consider installing a credit card swipe machine so that customers can pay by card (talk to your bank about the price, conditions and fees for this item). Other generic business costs will include a computer for accounts and administration, a telephone and answering machine.

Your regular costs will include raw foods – mainly fish and potatoes – and packaging for customers to take their food away in.

Talk to an insurance company or insurance broker about insuring your business against your staff and customers getting hurt in your shop.

**The National Youth Development Agency provides micro-loans (R1,000 to R100,000) and SME funding (R100,000 to R5 million) to enterprises owned by previously disadvantaged youth and women. See the NYDA website ([www.youthportal.org.za](http://www.youthportal.org.za)) or phone 08600 YOUTH (96884) for more details.**



## 5. Further information

**National Youth Development Agency helps young South Africans (those between the ages of 18 and 35) and women to get good skills, find job opportunities or start their own businesses. It has Youth Advisory Centres around the country where you can go for information and advice. Phone the call centre (youthconnect) at 08600 YOUTH (96884) or visit the website ([www.youthportal.org.za](http://www.youthportal.org.za)) to find an advisory centre near you.**

**Physical Address:**

**NYDA House**

**11 Broadwalk Avenue (off Church Street)**

**Halfway House**

**Gauteng**

**Postal Address:**

**PO Box 982**

**Halfway House**

**1685**

**Telephone: 08600 YOUTH (96884)**

**Fax: 011 805 9709**

**Email: [info@NYDA.org.za](mailto:info@NYDA.org.za)**

**Website: [www.youthportal.org.za](http://www.youthportal.org.za)**

The Restaurant Association represents and promotes the restaurant industry, and provides members with information on support and training for professionals and workers in this sector.

PO Box 568

Douglasdale

2165

Tel: 011 705 2897 / 011 705 2054

Fax: 086 690 1979

Email: [wendy@restaurant.org.za](mailto:wendy@restaurant.org.za)

Website: [www.restaurant.org.za](http://www.restaurant.org.za)

The South African Chefs Association is a professional association of about 2000 members in five branches. Its members can be found in various catering activities, from staff restaurants to fine dining and inflight catering.

PO Box 291305

Melville

2109

Tel: 011 482 7250

Fax: 011 482 7260

Email: [info@saca.co.za](mailto:info@saca.co.za)

Website: [www.saca.co.za](http://www.saca.co.za)

The Tourism, Hospitality and Sports Training Authority (Theta) is the Sector Education and Training Authority (SETA) established under the Skills Development Act for the tourism, hospitality and sport sectors. Its main function is to help raise the skill levels of those employed (or wanting to be employed) in these sectors.

PO Box 1329

Rivonia 2128

Tel: 0860 100 221 (call centre) or 011 217 0600 (switchboard)

Fax: 011 783 7745

E-mail: [theta@theta.org.za](mailto:theta@theta.org.za)

Website: [www.theta.org.za](http://www.theta.org.za)

The Tourism Enterprise Partnership helps small and medium-sized enterprises in the tourism sector to grow by linking them up with new markets and customers, arranging training and facilitating technical assistance. It works with 'direct tourism enterprises' (such as tour operators, travel agents, crafters, small hotels and Bed and Breakfasts) and 'indirect tourism enterprises' (which are not tourism businesses themselves but supply goods or services to tourism organisations).

PO Box 1650

Houghton

2041

Tel: 011 718 2000

Fax: 011 483 0049

E-mail: [info@tep.co.za](mailto:info@tep.co.za)

Website: [www.tep.co.za](http://www.tep.co.za)



The Institute for Hospitality Education (SA) offers courses and exams from City & Guilds International, an international provider of work-related qualifications for various industry sectors.

By doing courses with the Institute, learners can earn the International Certificate, Diploma and Advanced Diploma in the hospitality industry. The courses allow learners to work and study at the same time.

Unit 21, Gate 4  
Victoria Junction Complex  
Prestwich Street  
Green Point  
Cape Town  
8005  
Telephone: 021 425 8460/1/2  
Fax: 021 425 8468  
Email: [info@ihesa.co.za](mailto:info@ihesa.co.za)  
Website: [www.ihesa.co.za](http://www.ihesa.co.za)

The Southern African Sustainable Seafood Initiative raises consumer awareness about those species of fish that are becoming over-fished or even in danger of extinction. The organisation has produced a concise booklet that explains, in plain language, the impact of fishing on fish stocks in southern Africa. There is also a fold-up wallet card available that classifies fish into one of three colour categories: those marked green still have healthy population numbers, so can be bought and served with a clear conscience; orange means they're legal to sell, but are under threat of being over-fished; species marked in red are illegal to buy or sell in South Africa.

World Wildlife Fund South Africa  
Private Bag X2  
Die Boord  
7613  
Timony Siebert (Co-ordinator)  
Tel: 021 888 2800  
Fax: 021 888 2888  
Email: [tsiebert@wwf.org.za](mailto:tsiebert@wwf.org.za)  
Website: [www.panda.org.za/sassi/](http://www.panda.org.za/sassi/)

Potatoes South Africa is an industry organisation supporting potato producers through research and information for everyone in the sector. It tries to develop the market for potatoes and ensure quality for consumers; the organisation's website includes sections on consumer information, nutrition and the market.

It also publishes the magazine Chips, targeted solely at the potato industry; subscription is free. For more information about the magazine, contact [etheron@agric.co.za](mailto:etheron@agric.co.za) or phone 082 388 0523.

Tel: 012 349 1906/7  
Fax: 012 349 2641/7  
Website: [www.potatoes.co.za](http://www.potatoes.co.za)

The South African Music Rights Organisation (SAMRO) represents musicians, making sure that musicians are paid a fee when their music is played in public. If you run a shop where you play music to the public, you need to contact SAMRO to arrange permission.

PO Box 31609  
Braamfontein  
2017  
Tel: 011 489 5000  
Fax: 011 403 1934  
Email: [customerservices@samro.org.za](mailto:customerservices@samro.org.za) (for general enquiries) or [licensing@samro.org.za](mailto:licensing@samro.org.za) (for licensing enquiries)  
Website: [www.samro.org.za](http://www.samro.org.za)

Publications and websites

Hotel & Restaurant is a monthly business trade magazine for the accommodation, food service and alcoholic beverage industries in Southern Africa. The magazine also publishes the annual Alcoholic Beverage Review each October, and a Buyers Guide every January.

3 Howard Drive  
Pinelands  
7450  
Tel: 021 530 3100  
Fax: 021 531 2212  
Email: [hotref@rsp.co.za](mailto:hotref@rsp.co.za)  
Website: [www.hotelandrestaurant.co.za](http://www.hotelandrestaurant.co.za)



The Food & Beverage Reporter is South Africa's widest-circulating magazine to the food and beverage industry in southern Africa.

PO Box 81310

Parkhurst

2120

Tel: 011 880 3682

Fax: 011 47 5128

Email: [info@developtechnology.com](mailto:info@developtechnology.com)

Website: [www.developtechnology.com](http://www.developtechnology.com)

To use the internet to look for suppliers of equipment, try these websites:

- [www.hospitalityforum.co.za](http://www.hospitalityforum.co.za)
- [www.yellowpages.co.za](http://www.yellowpages.co.za)
- [www.easyinfo.co.za](http://www.easyinfo.co.za)

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