

FOR BUSINESS

**NEW & EASY
CONCEPT**

**AFRIKA +
STREET-FOOD
= YUMMY!**

**YUMMY
CHOW** 



YUMMY-CHOW.COM

5 THINGS WE HAVE TO SAY...

AFRIKA + STREET-FOOD = YUMMY!



1. WHAT IS A YUMMY CHOW?

YUMMY CHOW is a classic South African street food speciality, familiar there under the name Bunny Chow. This name is made up of the word "bunny", for a small loaf/bread roll and "chow", a term for food. The speciality was created by Indian migrants in Durban/South Africa around 1940.

YUMMY CHOW consists of a hollowed-out, crispy bread roll and a "curry". These curries derive from the cuisine of Southern and South-East Asia. They are based on a creamy sauce with various spices and the addition of meat, fish and/or vegetables.

2. WHAT VARIETIES OF YUMMY CHOW ARE AVAILABLE?

There are **three different types of bun** for a YUMMY CHOW: rustic, wheat and grainy/vegan.

These have been hollowed out and filled with one of our **tasty curries à la "Mama Africa"**.



FISH



BEEF



PORK



CHICKEN



VEGGIE
VEGAN



YUMMY-CHOW.COM

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**SIMPLY TAKE OFF
THE LID!**



3. HOW DO I EAT A YUMMY CHOW?

Every YUMMY CHOW is sold in a specially-developed cardboard box. This box can be opened easily by pulling on the two sides. The YUMMY CHOW is either eaten with a fork or in the classic style – hand-held. Typical for street food.

“Bon appétit!”, or as we say in South Africa:
“Thokoleza ukudla!”

4. WHERE DO THE NAME AND THE BIRD COME FROM?

“Yummy” is also another word for “tasty”. Our name is therefore a further development of the classic Bunny Chow. We have carefully selected and harmonised all the ingredients. The buns are baked in Germany to the highest quality standards, using premium ingredients. Only the very freshest ingredients and the best authentic spices go into the curries, which are cooked in real “Mama Africa” style and gently frozen. That is what makes our version of the bunny so tasty, or dare we say it: yummy!

Our bird is the “Indian myna”. It belongs to the starling family and was introduced into South Africa by Indian immigrants. It is an extremely sociable and adaptable bird, even capable of learning human speech. Like the Bunny Chow itself, it has spread from Durban throughout the whole of South Africa and now Europe.



5. WHO IS BEHIND YUMMY CHOW?

Andrew Fordyce is a native South African who often enjoyed a Bunny Chow as he made his way home from parties in his student days. He has now been living in Germany and England for 30 years and has worked in the food industry in Germany, the UK, America and Africa since 1998. But in all this time he has sorely missed the Bunny Chow of his original homeland.

Julia Grommes. An appreciation of good food products and the awareness of the importance of healthy eating are practically in her blood. She is a trained master confectioner and was born into one of Germany’s leading bakeries of which she herself was proprietor for a long time. Since 2008 she has been advising and supporting bakeries and other food companies on their path to success. She supplies tailored concepts and profit-making ideas based on tasty snack alternatives.

Together they have taken on the task of bringing a yummy taste of South Africa to Europe.



SIMPLY YUMMY!



PRODUCT + CURRY + PACKAGING + PRICE = SUCCESS

**CAN I OFFER
YUMMY CHOW TOO?**

YUMMY CHOW has a place in every display – either augmenting the existing range or as a separate product. It is suitable for canteens, bakeries, butcher shops and beach bars, or even for serving in-flight on aircraft.

Of course YUMMY CHOW has never forgotten its original roots and is particularly tasty as street food.

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