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Tiger Brands invests in peanut butter plant in South Africa

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Black Cat, South Africaâ??s most loved peanut butter brand, has a new home following an R300-million capital investment by Tiger Brands. The new peanut butter manufacturing facility is in Chamdor, Krugersdorp, on Johannesburgâ??s West Rand.

The plant was officially opened during a celebratory event attended by Tiger Brands CEO, Tjaart Kruger, and Deputy Minister in the Department of Trade, Industry and Competition (DTIC): Economic Development, Nomalungelo Gina.

This is one of the largest investments of capital that the company has made in a single project, signalling the opportunity the peanut butter category presents for sustainable returns.

â??Consumers are looking for affordable and healthier food options. Peanut butter is an important staple in the South African diet, and we expect strong growth in this category.

â??This new facility will introduce flexibility, improved efficiencies and reduce our cost profile, allowing us to retain our prominent position in the market and respond to consumer needs,â?• says Tjaart Kruger, CEO, of Tiger Brands.

The South African Peanut Butter category accounts for 50 per cent or R1.7bn of the total South African spreads market (excl. margarine), which is worth R3.4bn.

Black Cat Peanut Butter is one of the biggest in the market with 5 million kgs of Black Cat sold per annum in formal retail stores.