South Africa Faces a Real & Serious Problem

Quadruple Burden of Disease causing Premature Deaths in SA

11.5% Injuries
22.2% Communicable
25.5% HIV/AIDS
40.8% Non-communicable

*Econex – Trade, competition & Economics
South Africa Faces a Real & Serious Problem

1 in 3 Black women are obese followed by 1 in 4 Coloured, White and Indian women

1 in 5 White men are obese followed by 1 in 10 Indian and Coloured and 1 in 15 African

1 in 5 children under nine years old are obese

South Africa is one of the MOST OBESE NATIONS in the world

the MOST OBESE DEVELOPING COUNTRY
The burden of disease in the developing world

1990:
- Chronic diseases
- Other diseases
- Injury

2020:
- Chronic diseases
- Other diseases
- Injury

The proportion of chronic diseases has increased significantly from 1990 to 2020.
Measured overweight (including obesity) among children aged 5-17, 2010 or nearest year
What are we doing to change?

Is this something we can change?
MODIFIABLE BEHAVIOURS:
ALCOHOL & SMOKING
MODIFIABLE BEHAVIOURS:
EXERCISE
MODIFIABLE BEHAVIOURS: NUTRITION

Research highlights these undesirable nutrition trends in South Africa:

• A poor intake of fruit and vegetables
• A high intake of plant and animal fat, including that of high trans fatty acids
• Insufficient intake of milk and other dairy products.
• A high and increasing alcohol intake
• A low fibre intake due to less fruit, vegetables and legumes

Let food be thy medicine and medicine be thy food.” - Hippocrates
What will happen if we don’t change?

• In 2005, over R100 billion was spent on healthcare in SA
• In 2007, the global treatment cost for diabetes was between 232 billion and 421 billion USD
• Chronic diseases are a serious threat to health and longevity in developing countries
• Research shows that improving the population’s life expectancy by one year is associated with a 4% improvement in gross national productivity

The economic development of a nation depends in part on the health of its population.
World-wide Food Trends

• In the US, 76% of adults said they are trying to eat healthier at restaurants than two years before *
• 50% of chefs reported adjusting recipes to be more nutritious*
• 1 in 3 adults have gone online to search for nutrition information about restaurant food*
• SA is set to follow suit
• As other countries grow more health conscious, the demand rises for a resource to help all South Africans make informed decisions when eating out
World Business Leaders see the Trend Towards Healthy & Ethical eating and have invested accordingly

$120,000,000

$75,000,000

Google Ventures

Bill Gates Ventures

Khosla Ventures

Hedy Ventures

Hampton Creek

Eduardo Saverin – facebook co-founder

Marc Benioff
SOUTH AFRICA

Ready Made Food Industry

• 28.3% of the population (approximately 15 million people) eat outside of the home every week
• 19.3% eat out more than once a week
BIG OPPORTUNITY to Make a Difference
CHOW
CHOOSE HEALTHY OPTIONS WISELY
SOME OF OUR TEAM MEMBERS

Stefan van der Merve
RD SA
Director & Dietitian

Jenna van der Merve
Director & Biokinetist

Lisa Raleigh
Director & Fitness / Wellness expert

Ashleigh Smith
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Cape Town

Michelle Tolmay
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Dietitian
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Lisa Casteri
Graphic designer

Johannesburg
Nutritional Solutions
• We provide evidence-based information on health and nutrition, brought to the public by health professionals
• We offer additional nutritional solutions for restaurants, companies and schools

Ready Made Meal Accreditation Service
• We analyse and accredit meals to deem dishes “CHOW Approved”
• Items are analysed by calculating the calories, total fat, saturated fat, protein, carbohydrates, sodium, fibre and sugar
• Evaluations are based on science based criteria
• Once accredited, the CHOW logo is added to restaurant menus and marketing materials
• At a glance the consumer will know it’s the healthier choice
CHOW LOGO EXAMPLES ON LOCAL MENUS

**breakfasts**

TROPICAL BREAKFAST  💙  $1.90
Fresh fruit salad served with thick plain yoghurt, luxury muesli & honey.

Add a medium glass of fruit juice  😊  +$18.50

MORNING MUGS
Layers of thick plain yoghurt with...

Honey & Nuts  😊  $36.90
Blueberry & Strawbery Compote  😊  $32.90

Add a side of muesli  😊  +$7.50

★★ Generously filled ★★

CROISSANTS

All our croissants are made with real butter & are freshly baked in-store.

SLOPPY JOE - with savoury mince & a fried egg.  🍞  $49.90

MIGHTY MORNING - with scrambled eggs, back bacon & tomato.  🍞  $49.90

RISE 'n SHINE - with chicken mayo, back bacon, mozzarella cheese & spicy onion marmalade.  🍞  $55.90

Add a mug of Bottomless Coffee  😊  +$18.50

★★★ Something Different ★★★

VERY BERRY CROISSANT FRENCH TOAST  😋  $61.90
Golden brown croissant French toast topped with mixed berries, a dollop of mascarpone cheese & a dusting of icing sugar.

Add hollandaise sauce  😊  +$4.90

Choose healthy options wisely.
CHOW app & loyalty program

- Find restaurants
- GPS enabled
- Geo-tag your favourite restaurants
CHOW app & loyalty program

- CHOW approved meal options
- Nutritional breakdown
- Tracks consumers purchases and choices
- Social media integration
CHOW app & loyalty program

- Provides incentive deals for consumers to make healthier selections
- Secure rewards program
- Promotes healthy partners
HOW WILL BEING ASSOCIATED WITH CHOW BENEFIT YOU?
CHOW APP AND LOYALTY PROGRAM

**CHOW App**
- Directory of restaurants with CHOW accredited meals throughout South Africa
- Shows restaurant information, contact details and directions
- Shows nutritional breakdown of each CHOW meal with extra health messages
- Social element: consumers can review meals and post to the app home page and Facebook
- Marketing from CHOW to drive consumers to healthier restaurants

**CHOW Loyalty Program**
- Consumers will be rewarded for ordering CHOW meals at restaurants
- They will accrue CHOW bucks
- Consumers can exchange CHOW bucks for vouchers supplied by partners listed in our CHOW store
• **CHOW** allows you to know where, what and how much to eat when dining out

• **CHOW IS FREE** for the restaurants and consumer

• It educates the consumer and provides them with an easy to use mobile app

> Look for the CHOW logo on the menu

> Enjoy... Every last bit of that meal, guilt free

> Pick your meal of choice

Don’t forget to get your points and be rewarded for your healthier habits.
CHOW’s goal is to help South Africa become the healthiest country on the continent...and we need your help
GET STARTED TODAY

1. Email stefan@chowsa.com or call 031 564 1001
2. 1 of our dieticians will be allocated to your restaurant or business
3. Within a few days you will have the ability to offer an independent accreditation service that rewards your customers for choosing the healthier option