

Forward thinking supply chains continued >>>

SAPICS
THE PROFESSIONAL BODY FOR
SUPPLY CHAIN MANAGEMENT

IN ASSOCIATION WITH



20 September 2023

SAPICS Spring Conference

Indaba Hotel, Fourways, Johannesburg, South Africa

The sauce is strong with this one...

PAUL RAPHAELY



NOMU

FIRST, AN INTRODUCTION.

elevate, educate and empower



elevate, educate and empower

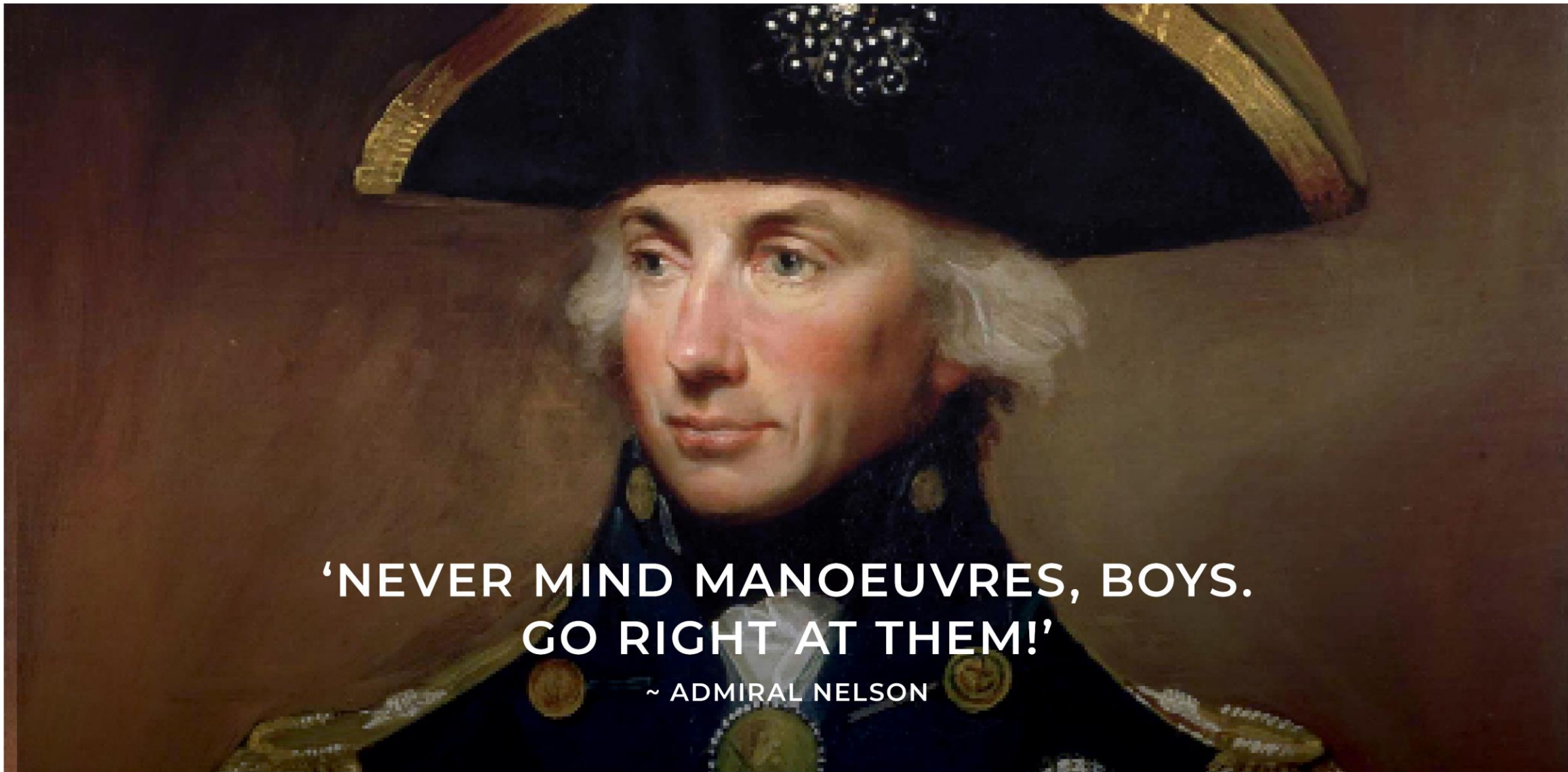


elevate, educate and empower

At the core of everything

**IF YOU AREN'T BREAKING THROUGH THE
CLUTTER, YOU ARE JUST ADDING TO IT**

AND...



elevate, educate and empower

WHILE WE ARE QUOTING MILITARY THINGS,
LET'S EXAMINE THE PHRASE

“Tactical Advertising”

EVERYONE
CALM DOWN!
NOMU
SKINNY
HOT CHOCOLATE
IS NOT BEING
DISCONTINUED!

NOTHING FISHY GOING ON HERE.



DECADENT?
ABSOLUTELY

SINFUL?
NOT AT ALL

ACCORDING TO THE 2022 NATIONAL BUDGET ANYWAY...

DEAR
ELON,
IF YOU WANT
CHOCOLATE
MILK
THAT IS BASICALLY
ROCKET
SCIENCE.

WITH LOVE,
FROM CAPE TOWN.

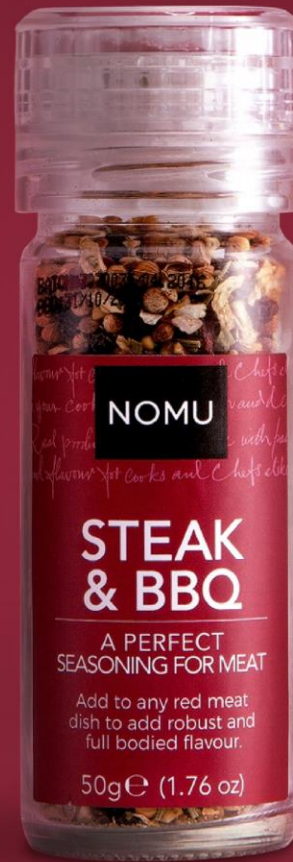




elevate, educate and empower

STEAK CAPTURE

FOR THOSE OF US
WHO LIKE OUR
EXTRADITION
WELL DONE!



**NOW, LET'S TALK ABOUT WHY
I AM ACTUALLY HERE...**



elevate, educate and empower

SOMETHING HAD TO BE DONE.

SO, THIS IS
WHAT WE DID...

NOMU

DON'T
PANIC
SOUTH
AFRICA!
WE'VE
GOT THIS...

*Just kidding.
We'll miss you Hellmann's.*





elevate, educate and empower

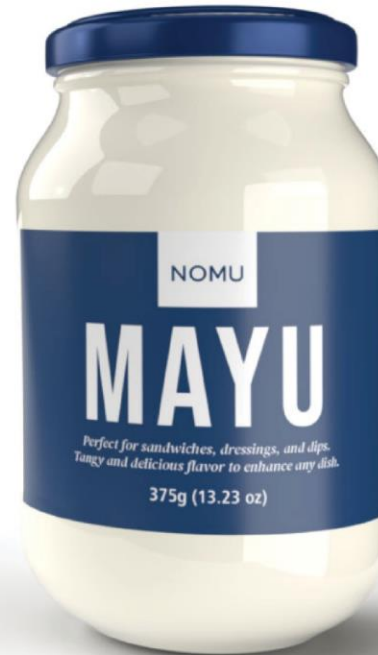
NOMU

**DON'T
PANIC
SOUTH
AFRICA!
WE'VE
GOT THIS...**

~~Just kidding.~~

~~We'll miss you Hellmann's.~~

Watch this space!





elevate, educate and empower





PENINSULA
**SCHOOL
FEEDING**
ASSOCIATION

You can't teach a hungry child

www.psfa.org.za

SO, OBVIOUSLY,
WE HAD TO DO THIS...
TOO.





NOMU



DAILY MAVERICK

elevate, educate and empower



elevate, educate and empower

NOMU

South Africa, we need to know:
NOMU MAYU
GO / NO GO?



NOMU

South Africa, we need to know:
NOMU MAYU
GO / NO GO?



NOMU



SA'S 1ST/EVER
crowdsourced
MAYONNAISE

NOW AVAILABLE FROM NOMU.CO.ZA

NOMU



SA'S 1ST EVER
crowdsourced
MAYONNAISE

NOW AVAILABLE FROM NOMU.CO.ZA



NOMU

THE PERFECT
opensauce softshare
EVEN WHEN THE LIGHTS ARE OFF!



NOMU

SOUTH AFRICA'S *sauciest*
NEW EXCUSE TO EAT THEIR FEELINGS!



**ESSENTIALLY, ALL OF THIS MALARKEY AND
MAYU-FLAVOURED MADNESS HAS LED TO:**

**ESSENTIALLY, ALL OF THIS MALARKEY AND
MAYU-FLAVOURED MADNESS HAS LED TO:**

④ 1000 JARS SOLD IN LESS THAN 4 DAYS

**ESSENTIALLY, ALL OF THIS MALARKEY AND
MAYU-FLAVOURED MADNESS HAS LED TO:**

- ① 1000 JARS SOLD IN LESS THAN 4 DAYS**
- ② NEXT 2800 SOLD IN LESS THAN 7 DAYS**

**ESSENTIALLY, ALL OF THIS MALARKEY AND
MAYU-FLAVOURED MADNESS HAS LED TO:**

- ① 1000 JARS SOLD IN LESS THAN 4 DAYS**
- ② NEXT 2800 SOLD IN LESS THAN 7 DAYS**
- ③ WITHIN 6 WEEKS, MAYU IS IN THE TOP
FIVE BEST SELLERS IN THE NOMU RANGE!**

**ESSENTIALLY, ALL OF THIS MALARKEY AND
MAYU-FLAVOURED MADNESS HAS LED TO:**

- ① 1000 JARS SOLD IN LESS THAN 4 DAYS**
- ② NEXT 2800 SOLD IN LESS THAN 7 DAYS**
- ③ WITHIN 6 WEEKS, MAYU IS IN THE TOP
FIVE BEST SELLERS IN THE NOMU RANGE!**
- ④ A % PF ALL JARS SOLD GOES TO PSFA!**

**WE EVEN FOUND TIME IN MAY(U)
TO HAVE SOME EXTRA FUN**

NOMU

CORONATION

CHICKEN, ANYONE?



VISIT NOMU.CO.ZA TODAY TO LEARN MORE ABOUT SA'S 1st *crowdsourced* MAYONNAISE!

NOMU

MAY THE SAUCE
BE WITH YOU



VISIT NOMU.CO.ZA TODAY TO LEARN MORE
ABOUT SA'S 1st *crowdsourced* MAYONNAISE!

NOMU

Happy
CINCO DE MAYU



VISIT NOMU.CO.ZA TODAY TO LEARN MORE
ABOUT SA'S 1st *crowdsourced* MAYONNAISE!



elevate, educate and empower

NOMU



**PROUDLY *sauced*
IN SOUTH AFRICA**

VISIT NOMU.CO.ZA

elevate, educate and empower

In conclusion

**SOUTH AFRICA IS STILL AN AMAZING AND
SURPRISING PLACE TO DO GREAT THINGS.**

In conclusion

**THE CONSUMER IS THE BEST INSPIRATION
IF YOU ARE LISTENING.**

In conclusion

**TAKE INSPIRATION FROM WHATEVER KEEPS
YOU IN THE FIGHT.**

In conclusion

IMAGINATION IS THE REAL SECRET-SAUCE

but wait...
THERE'S EVEN MORE...

NOMU

HERE WE GO AGAIN
SOUTH AFRICA!

NOMU

THIS TIME WE ARE
READY TO *hop* TO IT

NOMU

RE-INTRODUCING NOMU
CHOCMILK



NOMU

YES, WE'RE
THAT *Quik!*

NOMU.CO.ZA



elevate, educate and empower

OK, NOW WE'RE DONE...

THANK *yu*