

Foodcorp appoints Grapevine Communications

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Grapevine Communications has become further entrenched in the FMCG market by adding food giant, Foodcorp, to its portfolio. Foodcorp is Africa's largest black-owned food manufacturer and the world's fourth-largest wheat milling complex.

Pamodzi Investment Holdings, a BEE Investment group, owns a approximately 65% of Foodcorp, with management and the group's employees owning the remaining share.

Foodcorp is a leading manufacturer of food products including some of South Africa's most loved and well-recognised brands including Bobtail, Glenryck, Mageu Number One, Nola, Ouma, Seemanns, Sunbake and Yum Yum.

Grapevine has extensive experience within the FMCG sector and has established strong media contacts with the respective media and will be responsible for the brands' PR as well as corporate communications for the Group.

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