

SINGITA PARTNERS WITH PRUE LEITH CULINARY INSTITUTE – THE NEXT LEVEL FOR THE SCCS CHEFFING QUALIFICATION



AUGUST 2023 Africa's leading conservation and ecotourism brand, Singita is expanding its regional partnership with the Prue Leith Culinary Institute (PLCI), founded by the globally renowned culinary expert and television personality, Dame Prue Leith. The goal is to build a more robust and internationally recognised qualification for students from nearby rural communities.

This exciting partnership marks a significant step towards achieving Singita's long-term community partnership goal - assisting neighbouring rural communities whilst supporting a new generation of local, young professional chefs into the tourism and hospitality sector, enabling them to thrive in these careers well into the future. Going forward, the qualification will be presented from PLCI for all three Singita Community Culinary Schools (SCCS) campuses situated in South Africa, Tanzania, and Rwanda.

Thys Taljaard, Head of the SCCS Programme, is proud of the partnership with PLCI and Dame Prue Leith - a passionate advocate for education - and knew it would be a perfect fit from the start. "We share the same belief in the support of under-resourced communities. The passion that PLCI has for African cuisine also sold me on this alliance," says Thys. Together, they aim to provide exceptional opportunities for aspiring chefs, enabling them to pursue successful careers in hospitality and the culinary arts, while driving positive change within their communities. The globally recognised accreditation by PLCI elevates the standard of the yearlong, intensive, academic and practical course that the SCCS provides the students, providing a valuable qualification and post-graduation support. It also allows students the option to work internationally.



The impact of Prue Leith's wide-reaching, stellar reputation and her team's expertise can't be overstated. The ripple effects of the prestige it lends to the programme, and the support it gives in terms of academic and practical training resources and experience is a positive step forward for all three schools and its students.

As a leading brand in hospitality and conservation, Singita has been committed to making a lasting impact on the communities surrounding its reserves for 30 years. In South Africa, the first SCCS, run by Singita Lowveld Trust (SLT), was established in 2007, to support the professional skills development for local youths (18 – 25 years) by teaching professional culinary skills alongside invaluable practical experience in world-class Singita kitchens, providing these graduates with employment opportunities. It is one of the SLT's flagship programmes and one of the greatest community partnership success stories. In the 16 years since SCCS opened in South Africa, it's produced 103 graduates, 92% of whom are employed as professional chefs, or further afield into the hospitality industry.



Highlighting the collaboration, Thys noted “We could not have asked for more from this partnership. The systems that PLCI has in place – for both students and chef skills developers – is more than we expected, and we are excited about this new phase for the SCCS.” Hosting Dame Prue earlier this year at Singita Kruger National Park, “It was special for the students to meet such an icon in the industry and also for the Dame to witness how serious we are about what we do.”

The partnership between Singita Community Culinary School and Prue Leith Culinary Institute is set to revolutionise culinary education in all three regions, opening doors to new opportunities, mentorship, and a network of connections within the global culinary community.



HOW: For more information on this partnership, please visit www.singita.com/2023/07/the-next-level-singita-community-culinary-school-partners-with-prue-leith To assist a student with their tuition via the Singita Lowveld Trust, please visit www.singita.com/conservation/community

Ends

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About Singita Community Culinary School:

The Singita Community Culinary School (SCCS) is one of Singita’s long-standing, community partnerships, developing local aspiring chefs to support the Hospitality and Tourism sector across Africa. This programme gives school leavers and young adults (aged 18- 24) selected from neighbouring rural communities the opportunity to participate in an intensive, year-long, Singita-crafted, professional cheffing course. The SCCS promotes professional cooking as a highly skilled career option that offers promising prospects for formal and self-employment – and helps students to secure much-needed employment to support their families and communities. This programme wouldn’t be possible without the generosity of guests and donors whose support funds additional scholarships through the SCCS Expansion Fund. The Singita Lowveld Trust, Singita’s conservation partner in South Africa, sponsors six

students a year. Rwanda SCCS campus currently sponsors 10 students and Tanzania campus eight, with all campuses looking to support 10 students annually by 2025.

About the Singita Lowveld Trust (SLT): The Singita Lowveld Trust (SLT) is Singita's non-profit partner in South Africa. This independent organisation is responsible for bringing Singita's conservation vision to life by driving forward strategic conservation initiatives that fulfil its commitment to biodiversity, sustainability, and community partnerships. The SLT focuses on providing quality Early Childhood Development education and skills development opportunities to the communities surrounding the lodges. <https://www.singitalowveldtrust.org> <https://www.singitalowveldtrust.org/>

About Singita: Singita is a conservation and ecotourism brand that has been helping to preserve Africa's wildlife and wilderness for almost three decades, offering guests exceptional safari experiences at 15 luxury, award-winning lodges, and camps across four countries. In partnership with non-profit Funds & Trusts who implement strategic conservation projects in each region, Singita's 100-year purpose is to preserve and protect large parts of African wilderness for future generations.