

# THE LATEST INNOVATIONS IN HOSPITALITY AND CATERING EQUIPMENT FOR YOUR FOOD BUSINESS

## KOMBO KING

### THE PORTABLE SOLUTION TO TRADITIONAL VENTILATED FRYERS ENSURES HEALTHIER FOOD AND A SAFER ENVIRONMENT FOR EMPLOYEES

**K**ombo King has announced the launch of its innovative and patented deep-fryer technology to retailers after successfully securing funding from the Vumela Fund, established by FNB and Edge Growth.

A ventless fryer solution for fried pre-packaged, par-cooked and fresh meals, without the need for expensive ventilation infrastructure, the Kombo King uses less oil and is safer because once food enters the fryer, it is not touched until it is handed over to the customer.

The technology is also portable and cost-effective for SMMEs to set up fast food businesses. It is currently used in some Pick n Pay, Engen Forecourt and King Pie outlets.

Born from a long and successful partnership between entrepreneurs Zitulele KK Combi and Ari Jacobson, Kombo King's original ventless and odourless deep-frying products are designed, patented and manufactured in South Africa. Kombo King ranks ninth in its classification field for applied patents across Europe and the US. Kombo King stands out as a strong innovation-driving presence in South Africa, with the vast majority of patent applications originating from US and European manufacturers.

With hygiene protocols top-of-mind more than ever, corporates and consumers have a greater hygiene guarantee expectation. This is as applicable to convenience foods as it is to hand sanitiser at the entrance to every establishment.

This is a factor that drove pre-Covid conversations with major retailers, alongside the other benefits such as less oil and faster cooking.

After selling one of Cape Town's most successful entrepreneurial ventures, Master Currency, to Bidvest in 2007, Combi and Jacobson reunited with the launch of a R1-billion listed property fund in 2011. Fast forward, and the pair saw a gap in the market for quick, consistent and healthy fried food after Combi took a trip to China. The result: Kombo King fryers, already proven through various blue-chip clientele, is set to expand further into the retail sector with its automated solution that can fry pre-packaged, par-cooked or fresh meals without needing expensive ventilation infrastructure to remove odours.

Say founders Combi and Jacobson: "Kombo King fryers were developed in response to the growing demand for convenience foods at an affordable price point, but that does not compromise on quality."

"Fried food is a staple in South Africa with healthy options far and few between. Our technology requires no extraction, has the added element of speed and uses reduced oil so the end product is both healthy and convenient without compromising on taste."

Additionally, the portable product eliminates high fixed costs for retailers by using single-phase electricity, with savings of 60% on operational costs and 57% on electrical costs when compared to traditional fryers. The closed, automated system also adds a safety measure for employees operating the product, decreasing exposure to hot oil as well as the need for extensive training. Automated recipes ensure all foods are consistent in quality and taste, while the break-even rate for retailers is 10 x packets of fried chips a day.

