

## Paarman Foods – Authentic Home-Style Taste at the bottom of the Table Mountain

*Graham Paarman brings Berief technology to South Africa*

■ **Cape Town.** Situated in Diep River, Cape Town, South Africa, the Paarman Foods factory is a model of high-tech manufacturing, employing approximately 140 employees. Although ranges are produced on a large-scale commercial basis, an authentic home-style taste is the Ina Paarman trademark. This is achieved through a combination of highly trained, motivated staff and custom-built processing equipment.

"I can't think of any other business unit that works as well as a tight family group. Before you even start, you know each other's strengths and weaknesses and integrity and trust are an added bonus. There is something very wholesome about a family business." Ina Paarman

Paarman Foods was born when Ina Paarman's son, Graham, joined the business, revamped the packaging, relocated the factory premises and aggressively expanded the product range. From what was then a rather obscure home based industry, Paarman Foods is today a significant food business servicing a wide spread of different markets with a wide product range.

"We make homemade food in a factory. It's a simple idea – but very difficult to execute. Somehow we do get it right – by investing time, energy and money into producing an authentic, natural product." Graham Paarman



The Paarman's would describe themselves as obsessive about quality and authenticity. Passion for what they do is the prime motivator behind their business success. A quality assurance department, professionally staffed by a team of food technologists, monitors the entire production process from suppliers to final product.

As a logical consequence from

the development of the company, Graham Paarman was looking for new process technologies and technical solutions. He could rely on the support by the experts from the company Chaswill Process Technology from Cape Town who have been assisting him with regard to the realization of technical applications and process solutions for many years. After comprehensive tests and

discussions in the Berief test center, they decided for a tiltable cooking kettle KIPPKO 1200 as a universal system for the production of soups and sauces but also of semi-finished products (browning and caramelizing of meat and vegetables). The further investment into a second kettle with the same size after less than one year has proven the perfect choice. ■

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