

BM Foods acquires Tuna Marine Foods



How does a leading South African food supplier ensure its continuous offering of top quality foods while remaining buoyant in a market facing the impact of drought and inflation? If you are BM Food Manufacturers, known for your mouth-watering Mediterranean Delicacies, Mediterranean Pastries and BettaFresh Foods, you seize the opportunity to diversify. Headed by food entrepreneur, Costas Vayanos, the well-known lifestyle food company has acquired Tuna Marine Foods and in doing so, has obtained a food company with a heritage which is part of the beginnings of the olive industry in South Africa.

Tuna Marine Foods has a proud history of having been founded 50 years ago with offerings which have developed into well-respected brand leaders in the retail and food service sectors. The acquisition now gives BM Foods a strategic footprint in the retail sector of the food industry in addition to its strong presence in the food service sector.

“The Stavros Olive brand under Tuna Marine Foods is one of the leading olive brands in South Africa with an established tradition of supplying quality product to the retail market,” comments CEO Costas Vayanos. “We are focussing on maintaining the same recipe and quality of excellence which has made this a well-loved brand as well as keeping the same formulas for all the other offerings which are associated with the Tuna Marine (TM) brand.”

This means that there are no changes to the formulations or production methods to ensure the consistent quality and taste enjoyed by food lovers of the TM brand. To achieve this, BM Foods have secured the employment of all the existing production staff, many of whom have over 25 years' experience with TM. Additionally, Costa Moshonas, the current production manager, will remain at the production helm of TM. Moshonas brings with him 20 years of experience with TM on the operations side of the business, while he is also a direct descendant of the family that established the olive division of TM all those years ago.

The acquisition, which includes the Tuna Marine and Judy's brands Pickled Onions, Stavros Olives, Olienhof and onion, positions BM Foods as one of the principal players in the fresh food industry as a whole. Additionally, as Judy's Pickled Onions are a brand leader in the retail sector, by default, this increases the BM Foods' share in the South African pickles market.

"BM Foods now has a varied range offering with the advantage of diversification in the market in which we operate," says Vayanos. "It also means that we are not solely reliant on one sector of the market. This acts as buffer against unexpected events, so we are less sensitive to a bad olive crop (which happens periodically), for example, compared to a company that is 100% focussed on producing olives only. This strengthens our position while further enhancing our current offering, making it a perfect fit with the BM Foods brand," concludes Vayanos.