

Ballito Junction Mall gets first KZN Simply Asia store

The first KwaZulu-Natal Simply Asia Thai food and noodle bar has opened in Ballito Junction Mall, heralding the expansion of this Thai food chain into the province, with five new stores planned over the next year. The chain currently has 19 stores in the Western Cape and seven stores in Gauteng.

Franchisee, Anandh Ramdhin, first came across the brand six years ago in Cape Town and his passion for Thai food - fresh and healthy, as he describes it, sparked a desire to open a noodle bar of his own. "I love good food and I anticipate KwaZulu-Natal will really go crazy about the food. After six years, I will finally be able to enjoy dish number 606 here at home - prawns and calamari with cashew nuts, onions, peppers and fried garlic tossed with large rice noodles in its signature roasted chilli paste and stir-fry sauces," he says.

The chain took part in the inaugural 'Taste Of Durban' Food Fest, which took place in late July, introducing visitors to its intriguing signature Thai cuisine.

Thai nationals who own and manage the brand, under the umbrella of Cape Thai Holdings, ensure a consistent flow of highly trained chefs and authentic Thai products from Thailand. Each store has a Thai chef, provided by the brand's head office in Cape Town, where they receive extensive training in the preparation of each authentic dish before being placed in the store environment.

With the training of the chefs and the groups key ingredients being manufactured by one central kitchen, its customers can rest assured that the quality of the food is maintained throughout the group's network of stores.

For more information, go to www.simplyasia.co.za.