

New local craft beer brewing to combat food waste and alleviate hunger

Toast Ale South Africa has plans to produce a craft beer that utilises surplus bread from local companies, which would otherwise be discarded. Profits from this innovative initiative - which is a proven strategy conceptualised in the UK - will go to Soil for Life, an NGO that helps build sustainable food gardens.



This concept, developed by British Food Wastage campaigner and social entrepreneur Tristram Stuart, was launched with the support of celebrity chef Jamie Oliver. In 2016 it picked up a prize for Best New Beverage Concept at the 2016 World Food Innovation Awards and earlier this year it took home a 2017 (Institute of Grocery Distribution) IGD Sustainable Futures award.

Toast Ale is bringing the concept to South Africa by partnering with local bakeries and commercial sandwich factories to take over their surplus and use it to replace one-third of the malt in Toast Ale. To make sure they create a fantastic craft beer, they've partnered with Devils Peak Brewing Company, who have years of production and distribution experience. Once Toast Ale is on the shelves and starts turning a profit, they'll be sending that money straight to Soil for Life, who'll be using it to train South Africa's unemployed to grow their own food for their families and communities.

In a country where 13 million people go without regular meals, 33% food wastage a year by bakeries and bread manufacturers is a tough pill to swallow. Sandwich factories discard the heel and first slice of every loaf and old bread usually gets thrown away because logistically, surplus bread doesn't always get to those who would benefit from it most. The Toast Ale team's grand aim is to combat food wastage and assist in bringing an end to hunger across South Africa.

Support the cause

The project is driven by a group of entrepreneurs with Bianca Hansen and Jaen Beelders at the helm. They already have the support of big companies like Knead Bakery, Sandwich Baron, Hudson's, Yuppief Chef and League of Beers, but Toast Ale will need help from every day South Africans to make their ale a reality.

Contributing to the [Toast Ale Thundafund campaign](#) can help raise the funds needed to get the first two batches of ale into production. Contributions start from R50, which will buy you a "high five" from the team and entry into a lucky draw to win a six-pack of Toast Pale Ale, while serious investors can pay R19,000 to name a batch of beer or R140,000 for the beer adventure of a lifetime exploring Southern Africa's brewing culture.

For more, visit: <https://www.bizcommunity.com>