

Rooibos says welcome to SA

The Rooibos Council has a new campaign to encourage local organisations and overseas trade missions, embassies and expatriate clubs to take up a teabag and offer rooibos as a welcome drink. Its long-term goal is to make rooibos tea synonymous with all South African business, industry and culture.



This would be in the same way that Indian business people traditionally welcome customers with a glass of steaming, sweet chai tea.

To spread the message, the council is launching a letter-writing campaign to business, civic, social and educational organisations across the country and abroad. Leading South Africans who are already keen rooibos fans will be invited to lend their support to the campaign too.

“There are so many reasons to offer rooibos with pride,” said Martin Bergh, chairman of the council. “We look forward to hearing from organisations and individuals who support this initiative. I am sure there will be many heart-warming stories that we can share.”

For more, visit <http://www.sarooibos.co.za>



Members of the South African Rooibos Council (L to R) Willie Nel, Mentjie Mbuton, Martin Bergh, Donnée MacDougall and Dawie de Villiers

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