

WWF-Sassi awards 6 groundbreaking chefs at Trailblazer Awards 2019

WWF-Sassi awarded six groundbreaking South African chefs with Trailblazer status at the annual WWF-Sassi Trailblazer Awards, which was recently held at Harbour House at the V&A Waterfront in Cape Town.

The awards recognise and celebrate six chefs for actively championing sustainable seafood practices in their restaurants.



Gustaaf Boshoff, Matt Manning, Kyle Knight, Nicole Loubser and Pavs Pllay, Manager of the Sustainability Programme, WWF-SASSI

The WWF-Sassi Trailblazers of 2019 are:

- Carolize Coetzee, Tokara Restaurant (Stellenbosch)
- Gustaaf Boshoff, The Green Goose Eatery (Stellenbosch)
- Guy Bennett, Gigi Rooftop (Cape City Bowl)
- Kyle Knight, The Shop (Sea Point)
- Matt Manning, Grub & Vine (Cape City Bowl)
- Nicole Loubser, GÅTE (Stellenbosch)

The chefs were chosen based on the following factors:

- The restaurant's seafood sustainability policy.
- The effectiveness of the communication of their seafood sustainability practices to their customers, employees and suppliers.
- Their level of engagement in communicating their seafood sustainability practises to a wider audience.
- The 'Trailblazer factor' – chefs and restaurants going the extra mile in promoting and supporting seafood sustainability.

“ Ladies and gentlemen, meet the 2019 Trailblazers [#sassiawards pic.twitter.com/7qQXz0dO7q](https://twitter.com/7qQXz0dO7q)— Eat Out (@Eat_Out)
[October 21, 2019](#) ”

Commenting on the awards Pavs Pillay, manager of the Sassi Programme with WWF-SA, said: “Chefs serve as the gatekeepers for the food and hospitality industry and so play a critical role in leading market forces, influencing popular taste and promoting ocean-friendly seafood.

“Our partnership with them is inspired by a commitment to help restore our overexploited seafood species. The chefs we recognise have gone the extra mile in advocating the sustainability message.”

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