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MULILO HOT SAUCE

South Africa is among the few nations tapping into the hot sauce market. Currently, there are about 14 sub categories of sauces globally ranging from vegetable, dessert, fish, soy, steak, tomatoes and hot sauces. The prime factor driving the demand for hot sauce is the increasing youth population with diverse food choices, coupled with the intercultural lifestyle and travelling experience.

Agriculture in particular has seemed not to pay great attention to this market. By contrast, to unlock youth agri-preneur opportunities such industries are seen globally as the most convenient to invest in. As noted in many platforms, the greatest challenge facing the agricultural sector especially the agro-processing industry is the involvement of youth. But there are few taking the opportunity to enter the hot sauce market like the founders of Mulilo Hot Sauce.

Global Hot Sauce Market

Globally, the hot sauce market is worth US\$18.68 billion in 2013 and is expected to touch US\$23.29 billion by the end of 2020. In South Africa, there about least 10 commercial sauce companies with emerging sauce companies few in the market.

Origins of Mulilo Sauce

Mulilo is a Tshivenda name for 'fire' with its operation located in the Vhembe District, Thohoyandou -Limpopo. Its biggest competitor in the Vhembe District is the Nandos Peri Peri and Tobasco condiments.

A brainchild of two young males Mpho Mpfuni (26) and Khuliso Gumani (27) – 3rd year University of Venda students. Started in 2018, the company produces 60 crates of chili on weekly basis with an equivalence of 400 bottles per month. Monthly, the company generates between R15 000 – R20 000 in sales revenue at a cost of R28 a product.

Mulilo Hot Sauce ingredients

Mulilo Hot Sauce contains the following ingredients - garlic, onion, chutney, vinegar and serrano chili. In terms of health benefits, Mulilo Hot Sauce is on par with other known sauces. Amongst others, its effective for body weight management, has high doses antioxidants which can help to decrease blood pressure and ingrained with minerals such as vitamin C and A.

Tests on the health benefits of the sauce were conducted at the University of Venda laboratory. The sauce founders aim to take the products for further testing and certification in order to access the formal retail stores.



Market Reaction

Mpho and Khuliso never expected the sauce will receive such good reception from the market. Orders for the sauce are in high demand even attracting the attention of people from neighbouring countries like Zimbabwe and Mozambique

Mulio Hot Sauce market is predominantly found in meat centres and independent food retail stores. For marketing purposes, the company conducts direct marketing and has strong presence in social media (on Facebook and Instagram).

Future Plans

For future plans, they plan to introduce two brand flavours including selling crushed chilies in bottle powder. Their biggest goal is to open a new branch in the Gauteng region.

Because of huge demand for the product, the company is looking to procure an industrial blender equipment, a processing cold room to store the products at right temperatures, renovate and expand the kitchen base, and plant 10 ha of land to boost production.



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