



**BURGER KING® SOUTH AFRICA**

**CHANGE IN HALAAL-CERTIFIED STATUS  
AT SELECTED BURGER KING® RESTAURANTS.**

Dear Valued Guests,

With effect from 1<sup>st</sup> September 2019, a selected number of BURGER KING® restaurants will no longer be Halaal-certified.

The change in status, is a result of these BURGER KING® restaurants now offering a non-Halaal product, even though all original Halaal menu items, are still available unaffected.

The decision was driven by the opportunity for BURGER KING® South Africa to serve the consumer demand for non-Halaal products. We have only converted restaurants in areas, where a Halaal restaurant is already located nearby, to as far as possible, conveniently serve both consumers.

**BURGER KING® SOUTH AFRICA**  
wishes to thank you for your continued support.



## BURGER KING® SOUTH AFRICA

### WHY THE CHANGE?

- Due to guest demand, in 2016, BURGER KING® SA conducted an extensive research project to quantify the guest demand for a non-Halaal product.
- Due to the positive research results, BURGER KING® SA began a consultative process with our Halaal certifying body SHURA, regarding the introduction of a non-Halaal product.
- In addition to working with SHURA, BURGER KING® also commissioned a research programme in 2019 to determine which BURGER KING® restaurants should remain Halaal-certified.
- The process followed by BURGER KING® and SHURA has been transparent and respectful to ensure no or minimal inconvenience, disruption or offence to BURGER KING®'s existing Muslim guests.
- Most (55) BURGER KING® restaurants will continue to be Halaal Certified – no change.
- (41) BURGER KING® restaurants will now operate without Halaal certification, due to the introduction of a non-Halaal product.
- The Burger King Supply Chain & Logistics system and all other products remains Halaal.



## BURGER KING® SOUTH AFRICA

### WHO WILL THE CHANGE AFFECT?

- BURGER KING® continues to be a restaurant for everyone.
- The introduction of a non-Halaal product to the menu will take place in selected BURGER KING® restaurants only 55 will remain unchanged, 41 will feature a non-Halaal product.
- Should a restaurant not be Halaal-certified, as far as possible restaurant with Halaal Certification should be available within a reasonable radius to ensure minimal inconvenience to the guest.
- KZN restaurants will remain 100% Halaal-certified.
- Gauteng will see the highest number of restaurants change to non-Halaal Certified
- In the Western Cape, a smaller number of restaurants will change to non-Halaal Certified

**NOTE:** BURGER KING® is also exploring including vegetarian options on the menu to ensure it incorporates all meal preferences in it's mission to be a restaurant for everyone.



## **BURGER KING® SOUTH AFRICA SUPPLY CHAIN**

The Burger King Supply Chain & Logistics system has been certified as Halaal by SHURA, since the launch of Burger King in 2013.

Further our Restaurants have been operated in line with the requirements of SHURA to be certified as Halaal restaurants since 2013. This means that all our Halaal certified restaurants will remain Halaal.

It also means that the Logistics, Warehousing & Distribution system, as operated by Digistics, handles the food products in a Halaal compliant manner, with Halaal monitors present in their DC's, to ensure no risk of cross contamination between any Halaal and Non-Halaal food products.

So how can we have a Non-Halaal product at certain restaurants in our network, and not compromise the Supply Chain and Logistics system of Halaal certified restaurants of Burger King South Africa?

In simple terms, the system has three components that operate independently of each other, to ensure no risk of cross contamination.

We break them into the Manufacturers, the Logistics, Warehousing & Distribution Operation and the Halaal Certified Restaurants.



### The Manufacturers.

In the South African Manufacturing Industry, manufacturers are certified as Halaal by certifying bodies such as SHURA, SANHA, MJC, NIHT & ICOSA.

The manufacturers ensure that they comply with the Halaal requirements as set by the certifying bodies, to produce Halaal finished products.

An example is the Meat Plant that is the sole exclusive supplier to BKSA of its beef patties. The plant is based in Epping in Cape Town and is both SHURA & SANHA certified and exclusively produces only Halaal beef patties.

The Manufacturer ensures that its products are not exposed to any risk of cross contamination in its facility during manufacture.

The last step in the production process is to seal the products in plastic inners and package them into dedicated cases for transportation.

The Manufacturer ensures that once a case leaves its Halaal facility, that it is handed over to the Logistics and Warehousing operator in a compliant condition, perfectly sealed and properly labelled.



The Logistics, Warehousing & Distribution system, as operated by  
Digistics

The Logistics operator ensures that the products are not contaminated by any other products in its warehousing facilities or on its trucks, by means of monitoring the physical condition of cases received from manufacturers, the condition of cases stored in its Distribution Centre's (DC's) and loaded onto its trucks dispatched to restaurants.

The agreements that we have concluded with the distributor include the express requirement that any product or case, that is non-conforming to the above requirements, i.e. a damaged or exposed inner or case, in any way whatsoever, be segregated or not accepted from the manufacturer and be wasted immediately, without exception.

The enforcement of these conditions are strengthened by the employ of dedicated Halaal monitors in the DC's of the distributor.

The Distribution system simply will not accept or transport any product that does not conform to the physical product transportation requirements as set by SHURA, hence eliminating the risk of cross contamination between any products.



## The Halaal Certified Restaurants

Our Halaal certified restaurants operate as usual, in compliance with the requirements as set out by SHURA.

Our Non-Halaal products are blocked from being ordered or picked for delivery to any of the Halaal certified restaurants, to act as a double redundancy.

This system allows products to be directed to its correct location, even when products of other brands or other Non-halaal products are transported in the same Truck.

The restaurants will not accept any incorrect products into its back of house, and the truck has to accept any product return not accepted by the restaurant, without question.

This is as per the industry standards in place with current Quick Service Restaurant (QSR) brands in South Africa and our agreement with our distributor.

This ensures us, that at no point in time did your food come into contact with any non-halaal products and you can continue to trust the certification of our Halaal restaurants.



## BURGER KING® SOUTH AFRICA RESTAURANTS THAT ARE NO LONGER HALAAL-CERTIFIED

**NOTE:** From 1 Sept, the following restuarnts will no longer be Halaal-certified.

ALLEN'S NECK
BLUE ROUTE
BRACKENFELL
CAPE GATE DT
FLORA CENTRE
GOLDFIELDS
GREENMARKET SQUARE
HATFIELD
JEAN AVE
KLERKSDORP DT
KOLONNADE RETAIL
LAMBTON
LYNNWOOD LANE
MALL @ CARNIVAL
MEYERSDAL
MOOI RIVER
N2 STRAND
NEW MARKET
NORTHMEAD
PRELLER SQUARE
REGINA MUNDI

REMBRANDT MALL
RIVERSIDE MALL
SANCTUARY
SANDOWN ROAD
SANRIDGE
SASOLBURG
SASOL OLIVEDALE
SASOL RILEY ROAD
RIVER CRESCENT MALL
SECUNDA
TABLE BAY
TAMBOTIE MALL
THREE RIVERS
TYGERVALLEY
VANDEBIJLPARK
WESTGATE
WILGEHUEWAL
WILLOW ROAD
WONDERPARK
ZEVENWACHT DT





## BURGER KING® SOUTH AFRICA FIND THE NEAREST HALAAL-RESTAURANT

NON-HALAAL CERTIFIED	CLOSEST HALAAL-CERTIFIED	DISTANCE	NEXT CLOSEST	DISTANCE
ALLEN'S NECK	CLEARWATER MALL	2.6km	CRESTA MALL	6.5km
BLUE ROUTE	CAVENDISH CENTRE	10.5km	KENILWORTH CENTRE	11.8km
BRACKENFELL	CAPE GATE MALL	4.6km	ZEVENWACHT MALL	8.5km
CAPE GATE DT	CAPE GATE MALL	500m	ZEVENWACHT MALL	13.5km
FLORA CENTRE	CLEARWATER MALL	6.7km	CRESTA MALL	9.6km
GOLDFIELDS	KLERKSDORP	+150km	-	-
GREENMARKET SQUARE	HEERENGRACHT	1km		
HATFIELD	MENLYN MALL	6.4km	OLYMPUS VILLAGE	13.1km
JEAN AVE	CENTURION LIFESTYLE	5.1km	MENLYN MALL	15km
KLERKSDORP DT	GOUDKOP	2.2km	-	-
KOLONADE RETAIL	MENLYN MALL	15.5km	OLYMPUS VILLAGE	24.2km
LAMBTON	CAMARO CROSSING	14.2km	MALL OF THE SOUTH	17.9km
LYNNWOOD LANE	OLYMPUS VILLAGE	5.6km	MENLYN MALL	6.9km
MALL @ CARNIVAL	MALL OF THE SOUTH	26.3km	CAMARO CROSSING	27.1km
MEYERSDAL	CAMARO CROSSING	5,2km	MALL OF THE SOUTH	6.4km
MOOI RIVER	GOUDKOP	+50km	-	-
N2 STRAND	BROADWAY STRAND	3.2km	SOMERSET MALL	3.2km
NEW MARKET	MALL OF THE SOUTH	8.8km	COMARO CROSSING	9.4km
NORTHMEAD	HOUGHTON	34.5km	NORWOOD MALL	36km
OLIVEDALE (SASOL)	SASOL MALANSHOF	6.2km	FOURWAYS MALL	7km



## BURGER KING® SOUTH AFRICA FIND THE NEAREST HALAAL-RESTAURANT

NON-HALAAL CERTIFIED	CLOSEST HALAAL-CERTIFIED	DISTANCE	NEXT CLOSEST	DISTANCE
PRELLER SQUARE	PROVIDEAMUS	3.7km	-	-
REGINA MUNDI	MAPONYA MALL	1.8km	TRADE ROUTE MALL	11km
REMBRANDT MALL	CAPE GATE MALL	+35km	-	-
RILEY ROAD (SASOL)	HOUGHTON	9.3km	NORWOOD MALL	12.1km
RIVER CRESCENT MALL	MIDDLEBERG	26km	-	-
RIVERSIDE MALL	MIDDLEBERG	+250km	-	-
SANCTUARY	SOMERSET MALL	1km	BROADWAY STRAND	4.7km
SANDOWN ROAD	TABLEVIEW	5km	CANAL WALK MALL	13.1km
SANRIDGE	MALL OF AFRICA	5.1km	KYALAMI CORNER	5.1km
SASOLBURG	MALL OF THE SOUTH	+50km	TRADE ROUTE MALL	+50km
SECUNDA	ERMELO	+100km	-	-
TABLE BAY	TABLEVIEW	5.1km	CANAL WALK MALL	14.5km
TAMBOTIE MALL	KEY WEST	14km	-	-
THREE RIVERS	MALL OF THE SOUTH	+50km	TRADE ROUTE MALL	+50km
TYGERVALLEY	PAROW MALL	5.5km	CAPE GATE MALL	7.2km
VANDERBIJLPARK	MALL OF THE SOUTH	+50km	TRADE ROUTE MALL	+50km
WESTGATE	CLEARWATER MALL	9.2km	KEY WEST	9.6km
WILGEHUEWAL	CLEARWATER MALL	2.4km	CRESTA MALL	12.3km
WILLOW ROAD	DISA ROAD	5.6km	-	-
WONDERPARK	MENLYN MALL	28.9km	OLYMPUS VILLAGE	36.6km
ZEVENWACHT DT	ZEVENWACHT MALL	400m	PAROW	12.3km



## BURGER KING® SOUTH AFRICA HALAAL-CERTIFIED RESTURANTS

**NOTE:** The following restuarnts will remain Halaal-Certified.

BROADWAY STRAND
CANAL WALK
CAPE GATE MALL
CAVENDISH
CENTURION LIFESTYLE
CLEARWATER MALL
COMARO CROSSING
CRESTA MALL
DISA ROAD
EAST RAND GALLERIA
EDEN MEANDER
ERMELO
FORDSBURG
FOURWAYS MALL
GALLERIA
GATEWAY
GOUDKOP
GRAND WEST
HEERENGRACHT
HOUGHTON
JJ CALTEX
KENILWORTH CENTRE
KENILWORTH RACECOURSE
KEY WEST
KYALAMI CORNER
MALL OF AFRICA
MALL OF THE NORTH

MALL OF THE SOUTH
MAPONYA MALL
MENLYN MALL
MIDDELBURG
MIDLANDS
N1 CITY
NORWOOD
OLYMPUS VILLAGE
PARK STATION
PAROW
PAVILION
PROMENADE DT
PROMENADE MALL
PROTEA MALL
PROVIDEAMUS
RICHARDS BAY
RIVONIA
RUSTENBURG
SASOL MALANSHOF
SASOL CIRCLE
SASOL MARABOE
SASOL ORMONDE VIEW
SOMERSET
TABLEVIEW
THAVHANI MALL
TRADE ROUTE MALL
TURFHALL
ZEVENWACHT MALL