

Exeo Capital's Nurture Foods invests in Fairview Cheese Company

Pan-African alternative investment firm, Exeo Capital's new food sector investment vehicle, Nurture Foods, has announced its recent investment in The Fairview Cheese Company.



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Riël Malan, executive chairman of Nurture Foods and partner at Exeo Capital says that a strong brand like Fairview sets the tone and lays the foundation for the establishment of Nurture Foods that the transaction will also enable the empowerment of Fairview Workers Trust to benefit from the anticipated growth of the brand, through the establishment of a goat milk supply company, owned by the workers of Fairview.

"Globally, the trend towards greater convenience, functional effects of food and consumer support of artisanal and ethical brands, is gaining momentum. Nurture Foods aims to partner with artisanal brands such as Fairview to achieve greater market penetration, efficiency through technology application and generally to support the platform businesses in growing a larger domestic and export market."

Commenting on Nurture Food's investment, Louis Lourens, managing director of The Fairview Cheese Company says: "The partnership with Nurture Foods will enable Fairview Cheese to expand its artisanal offer and develop valuable new export markets. We are very excited to take Fairview Cheese to a wider international market."

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