



**S I B A**™  
M T O N G A N A

# ABOUT SIBA

**Siba Mtongana – multi award-winning celeb chef, mom, author, and founder of the The Siba Co**

- When Siba's Table first aired on Food Network, it not only cemented Chef Siba's standing as South Africa's premier culinary phenomenon, but catapulted her to the status of global food icon in more than 135 countries worldwide, and 60 million homes in the USA through the Cooking Channel alone.
- The world was hungry for the local and African dishes with a twist this Food and Consumer Sciences with majors in Food Sciences and Nutrition, former magazine food editor and model served up – and continues to consume every bite she creates with her unique dazzling deftness.
- With so much under her belt including being one of the most in-demand celebrity chefs on an array of local and international programmes, at food festivals the world over and not forgetting on glossy magazine covers, it is hard to sum up just how barricade-breaking this down-to-earth chef with her humble, Mdantsane, Eastern Cape roots has been.





**Her plethora of awards:** Siba has won 5 US Film and Television Awards and 4 Awards locally.

**Academia:** Bachelor's Degree in Food Science and Nutrition and also her professional training in culinary arts. She has an academic background in both science and the arts when it comes to food which is what makes her unique approach to food. It's from an informed place, not just following food as a trend. That's what makes her an expert and authority in the food industry

**Some bespoke highlights include:**

- 2022  
Honoured with a Culinary Icon Award by the Luxe Restaurant Awards and Hospitality Counsel for her contribution to the food industry and society at large
- 2021  
Siba launched @Home kitchenware (retail)  
Opened Siba The Restaurant (fine dining)
- 2020  
Award winning and best-selling Gourmand Cookbook published cookbooks Siba Let's Cook with Lonwabo (Family cookbook). Named as one of 7 global food goddesses by Tatler magazine in Malaysia alongside Nigella Lawson, Racheal Ray to name a few. In 2020 Siba officially became a Harvard Business School Case Study as a pioneering chef from South Africa conducted by Harvard Business School, and named one of 100 most influential Africans by New Africa Magazine.

- In 2019, The Siba Co was hand-picked by the presidency to culinary direct and curate the VIP menu for the inauguration of South African President Cyril Ramaphosa, serving 450 guests, including heads of states, former presidents, kings, queens and global business moguls.
- 2018  
Honoured with Ubuntu Award by the South African government for being a global ambassador of SA for putting SA on the global map through her craft and expertise. Previous winners are Trevor Noah, Black Coffee, Ladysmith Black Mambazo to name a few...
- 2017  
My Table won 2 prestigious awards at the Gourmand World Cookbook Awards in China. Siba was the first South African ever to win the Special Award of the Jury for the legacy her book leaves and pop culture impact it has had in SA.
- 2015  
Siba's re-invention as a business-savvy entrepreneur as evidenced through the formation of The Siba Co, a Food Solutions and Innovation Holdings Company
  - In 2015, the best-selling cookbook ever in its retail class, My Table, was published and marketed by The Siba Co.
- In 2014 She made the O (Oprah Winfrey's) Power List of 21 African Women who are rocking the world, to name just a few.
- 2013-2018 Siba's book "My Table" in over 135 countries worldwide with 5 US awards





## Siba The Restaurant

- ❑ Siba The Restaurant offers an iconic 5-star dining experience in the heart of Cape Town. Serving unique recipes that encompass world flavours with an African flair, passionately prepared by inspirational chefs.
- ❑ Siba The Restaurant welcomes patrons with a generous menu which provides deeply visceral culinary experiences that's synonymous with sharing, connecting and enticing a sense of curiosity.
- ❑ Siba The Restaurant paired with the magnificent views of the V&A Waterfront and Table Mountain provided by the best address at The Table Bay Hotel, gives patrons a unique culinary destination not to be missed.







## SIBA'S SOCIAL MEDIA FOLLOWING

- **420** followers on Siba's Instagram account
- **5000** followers on Siba's Facebook account
- **360 000** followers on Siba's Facebook Fan Page
- **42 000** followers on Twitter
- **13 200** followers on Siba The Restaurant
- ❖ Her presence on social is almost a million followers!
- ✓ According to Facebook insights for Insta and Facebook **combined estimated audience size of 22million – 26 million**





## How can Siba enhance your brand?

Chef Siba is extremely versatile in how she can link in with your brand.

She is not just a chef, but also offers **masterclasses** and **cook a longs**. She has worked with huge local and international brands over the years with campaigns including **TV, Radio, MCing events, product endorsements and developments, in house corporate videos, nutritional, motivational and family talks, book launches, home meal solutions** – the list goes on and on.

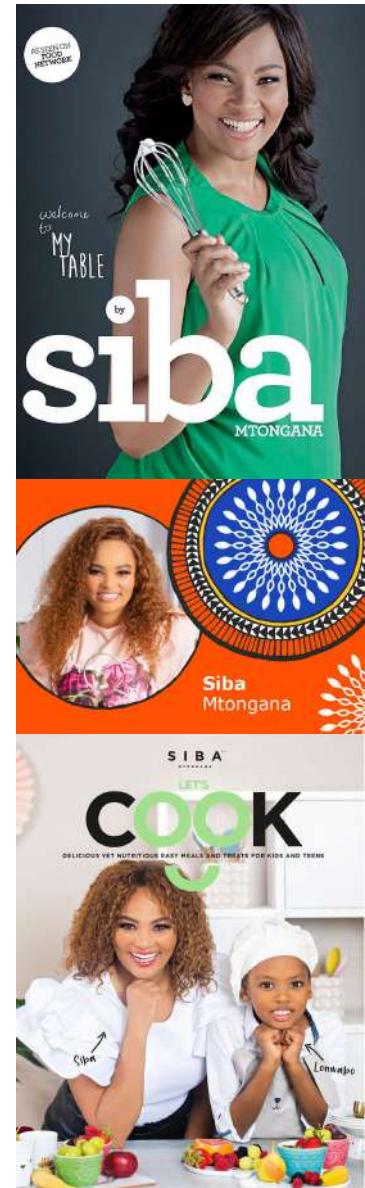
## Bringing SIBA The Restaurant to you ...

We create **bespoke local and international dining experiences** for you and your clients where we bring our Sibalicious fine dining experience to you – no matter how near or far, our traveling events team can make any dream come true! We have catered for a plethora of **local and international private fine dining events** from **exclusive private gatherings** to **international conventions**. We can even include Chef Siba as your special guest speaker or MC for your special event.

## Cookware and Cook Books:

Siba currently has 2 cookbooks out currently **“My Table”** and **“Let’s Cook”**.

Chef Siba has a **range of kitchenware** available from @Home which also serves as perfect corporate gifting.







**For Booking enquiries and further information please contact:**

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**We look forward to being of service to you and your brand!**

