

Est. 2018 · KwaZulu-Natal · South Africa

Company profile & overview

Feeding and nourishing Africa.

Big Five Group™ is a multi-pillar African enterprise. We feed with Big Five Foods™ and UMTHOMBO™ waters, educate leaders through Super-Cube®, and empower trade on SupplierAdvisor®.

We exist so Africa can prosper.

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Live feeding figures on the Impact & proof page are taken from the same public snapshot as bigfivegroup.africa, and are labelled. Generated 14 November 2026, 21:24 SAST.

WHO WE ARE

We exist so Africa can prosper.

Big Five Group™ is a multi-pillar African enterprise headquartered in KwaZulu-Natal. We feed Africa with fortified foods and UMTHOMBO™ waters, educate leaders through Super-Cube® and empower trade on SupplierAdvisor®.

Regenerative agriculture, nutrition, vitamin- and mineral-infused water, ethical commerce, delivery, leadership and philanthropy sit in one group, not as separate brands. Our home is KwaZulu-Natal; our ambition is Africa-wide.

At the heart of the Group is Big Five Foods™: fortified porridges, soya minces, one-pot meals and soups for households, schools and institutions, including three 5kg institutional packs approved by the National Department of Basic Education for the National School Nutrition Programme (NSNP).

209 660	209 660	2.5m	16
Meals provided	People fed	Children a day	Retail flavours
Live, adult meals	Headcount, or meals where none was stated	NSNP plan scale, not headcount	Across four Foods ranges

> “When children eat well, they can learn. That is why Feed comes first in everything we do.”
>
> BIG FIVE GROUP™

MISSION & VISION

Feed. Educate. Empower.

Our vision

A prosperous Africa

For everyone on it: where well-being is not a privilege, families eat with dignity, leaders decide with integrity, and communities build economies they own.

Our mission

One mission, three focus areas

We put our skills, capital, platforms and relationships to work where they matter most, so Africa can feed its people, educate its leaders and empower its enterprises, with evidence-based models aligned with the UN SDGs, including Zero Hunger, Quality Education and No Poverty.

Our name celebrates Africa's Big Five: lion, leopard, rhino, elephant and buffalo, symbols of strength, resilience and abundance captured in our circular seal. Five also speaks of grace and provision, as in the five loaves that fed thousands: nutrient-rich food within reach of rural and urban households alike.

Humanity

People come first: dignity, well-being and the common good. Ubuntu in practice.

Innovation & progress

New products, better systems, smarter platforms, so Africa never has yesterday's tools.

Integrity

Honesty, transparency and ethical commerce; companies verified on SupplierAdvisor® where applicable.

Excellence

World-class standards in food, leadership, project delivery and partnerships.

Compassionate empowerment

No dependency: we transfer skills, open markets and build capacity.

Humility & collaboration

We learn, partner and improve with governments, enterprises and communities.

GROUP DIVISIONS

Eleven pillars. One mission.

Each pillar of Big Five Group™ is a deliberate instrument of the mission. Agri grows it, Foods makes it, Waters refreshes, Direct moves it, Access funds it, Connect verifies it and Impact delivers it. Big Five Learn develops the people; Foundation, Royal and Global carry it further.

Agri

Big Five Agri

Regenerative Farming • Provenance • Farmer Partnership

Foods

Big Five Foods™

Fortified Nutrition • Super-Competitive Institutional

Waters

Big Five Waters™

UMTHOMBO™ Sparkling & Still • Vitamin- & Mineral-Infused • 500ml

Big Five Learn

Big Five Learn

Super-Cube® doctoral model · ethical leadership · cohorts

Royal

Big Five Royal

Honouring the Zulu Royal Family · Feed · Educate · Empower

Connect

Big Five Connect

SupplierAdvisor® · SAM messenger · verified trade

Direct

Big Five Direct

Route-to-Market • SANTACO Containers • Last-Mile Dignity

Access

Big Five Access

Government Funding • CSI Optimization • Sovereign Capital Access

Global

Big Five Global

Distribution • Route-to-Market • African Standards Abroad

Impact

Big Five Impact

Project Management • Cross-Pillar Delivery • Results Across Africa

Foundation

Big Five Foundation

Registered NPO • SupplierAdvisor® Listed • Measurable Impact



CHAPTER · FEED

Grow it. Make it. Refresh it.

Big Five Agri regenerates the land. Big Five Foods™ nourishes people. Big Five Waters™ brings UMTHOMBO™ — vitamin- and mineral-infused sparkling and still water — to the table.

FEED · AGRI

Soil. Sovereignty. Scale.

Big Five Agri works with rural farmers across Africa to regenerate farmland, raise livelihoods and feed Africa with verified, regenerative produce — so fortification and logistics have something real to move.

- Partner with rural smallholders and cooperatives as primary producers.
- Train farmers in climate-smart, regenerative techniques.
- Build value chains that leave more income on the farm.
- Combine practical know-how with tools rural producers can use.
- Design programmes with farmers — not imposed on them.

01

Regenerate & verify

Farmers onboard with soil data, satellite monitoring and regenerative protocols. Every hectare is measured, not assumed.

02

Connect & transact

Buyers access inventory, quality CoAs and provenance. Where applicable, orders run through SupplierAdvisor® with real-time feedback.

03

Impact & scale

Dashboards show income uplift, biodiversity gains and CO_2 outcomes — ready for governments, DFIs and buyers.

FEED · FOODS · THE RANGE

Nutrition that actually tastes great.

16 retail flavours across four ranges, plus three NSNP-approved 5kg institutional packs. Big Five Foods™ is built for households, schools and programme kitchens.

Porridges
4 retail flavours
Original · Chocolate · Banana · Strawberry

One-Pot meals
4 retail flavours
Chicken · Beef · Chilli Beef · Chakalaka

Soya mince
4 retail flavours
Beef · Chilli Beef · Beef & Onion · Mutton

Soups
4 retail flavours
Chicken · Brown Onion · Oxtail · Minestrone

NSNP approved
Beef Soya Mince 5kg
5kg institutional

NSNP approved
Enriched Porridge 5kg
5kg institutional

NSNP approved
Chicken Biryani Mix 5kg
5kg institutional

FEED · FOODS · RANGE 01 · PORRIDGES

Breakfast that builds, not empty calories.

High-protein, vitamin-enriched instant maize porridges for children and families, in four retail flavours, with an NSNP-approved 5kg institutional pack.

Porridge Original

1kg · Vitamin-enriched instant porridge — locally grown maize, everyday staple.

Porridge Chocolate

1kg · Chocolate fortified porridge — high nutrition that households actually want.

Porridge Banana

1kg · Banana fortified porridge for children and families.

Porridge Strawberry

1kg · Strawberry fortified porridge — taste-forward micronutrient delivery.

FEED · FOODS · RANGE 02 · ONE-POTS

A complete plate in one pack.

Ready-to-cook complete meals with balanced nutrition and authentic African flavours. Local one-pot cooking, in a pack institutions and households can scale.

One-Pot Chicken

1kg → ~4kg prepared · Complete one-pot chicken meal — balanced nutrition, ~20 minutes cook.

One-Pot Beef

1kg → ~4kg prepared · Complete one-pot beef meal for families and caterers.

One-Pot Chilli Beef

1kg → ~4kg prepared · Chilli beef one-pot — complete plate in one pack.

One-Pot Chakalaka

1kg → ~4kg prepared · Chakalaka one-pot — authentic flavour, fortified convenience.

FEED · FOODS · RANGE 03 · SOYA MINCE

Protein that stretches every pot.

Plant-based protein mince: versatile, filling and protein-rich, for everyday cooking and institutional kitchens, including an NSNP-approved 5kg pack.

Soya Beef

400g · Plant-based protein mince — beef flavour. Affordable protein that stretches every pot.

Soya Chilli Beef

400g · Chilli beef soya mince for households and catering.

Soya Beef & Onion

400g · Beef & onion soya mince — versatile, high protein, low cost.

Soya Mutton

400g · Mutton-flavoured soya mince for African household and catering menus.

FEED · FOODS · RANGE 04 · SOUPS

Warmth and micronutrients in every bowl.

Fortified instant soup thickeners in classic South African flavours, for homes, catering and programme kitchens.

Chicken Soup

400g · Fortified chicken soup thickener — warmth and micronutrients at low cost.

Brown Onion Soup

400g · Classic brown onion fortified soup thickener.

Oxtail Soup

400g · Oxtail soup thickener — nutrient dense, familiar SA flavour.

Minestrone Soup

400g · Minestrone fortified soup thickener for households and catering.

FEED · LAB · PRODUCT DEVELOPMENT

Any flavour. Your formulation.

Our in-house lab can develop any flavour, adjust fortification and support private-label formulation — typically in a matter of days, with samples on request.

Custom flavours

New variants built for a buyer's market, from household favourites to institutional palates.

Fortification

Micronutrient profiles designed for the programme or shelf, within certified manufacturing.

Private label

Brand owners can enter the market on our lines, with packing formats from sachet to sack.

Trials

In-house blending and trial blending so a formulation can be proven before a production run.

FEED · FOODS · NSNP INSTITUTIONAL

Approved for South Africa’s school kitchens.

Big Five Foods™ is approved by the National Department of Basic Education for the National School Nutrition Programme. Three 5kg institutional packs are on the approved list, with larger institutional formats available.

NSNP approved

NSNP approved Beef Soya Mince 5kg

NSNP-approved beef soya mince in a 5kg institutional pack — protein-forward for school kitchens and feeding schemes at plan scale.

NSNP approved

NSNP approved Enriched Porridge 5kg

NSNP-approved enriched porridge in a 5kg pack — fortified staple for high-volume school-day feeding under the DBE programme pathway.

NSNP approved

NSNP approved One-Pot Chicken Biryani Mix 5kg

NSNP-approved one-pot chicken biryani mix in a 5kg pack — complete, fortified meal format for institutional menus and school kitchens.

FEED · CAPABILITIES

Manufacturing & packing

High-volume, multi-unit food manufacturing and packing, engineered for food safety. We specialise in runs that serve both retail shelves and institutional programmes, across twelve pack formats.

Manufacturing

Multi-unit food manufacturing with 24/7 operation, designed for volume without compromising safety.

Food safety

An FSSC 22000 v6 certified manufacturing and packing facility in South Africa, incorporating ISO 22000:2018.

Private label

Brand owners and distributors can pack on our lines, from condiment sachets to 25kg bulk.

Lead times

Samples on request, orders from one carton, typical lead time of 5–10 business days, lab development typically in 5 days.

Built for volume, engineered for food safety. Quality is designed in, not inspected in.

FEED · PACKING

Twelve formats. From sachet to sack.

A full range of packing solutions, from 0.2g condiment sachets to liquid filling and 25kg bulk packs, with form, fill and seal packing, blending and trial blending in-house.

Portion packs 5g – 20g	**Liquid filling** 200g – 1kg	**Small condiment sachets** 0.2g – 1g
Medium condiment sachets Range on enquiry	**Sachet strip packs** Range on enquiry	**Stick packs** 2g – 50g
Pillow packs 20g – 1kg	**Dual pouch** 20g – 500g	**Canisters** 75g – 500g
Eurotainer tubs 500g – 1kg	**Doy packs** 500g – 1kg	**Bulk packs** 5kg – 25kg

How our own ranges are packed

- Fortified porridges — 1kg retail · 5kg NSNP.
- Soya mince — 400g retail · 5kg NSNP.
- One-Pot meals — 1kg retail (about 4kg prepared) · 5kg NSNP.
- Soups — 400g retail.
- UMTHOMBO™ waters — 500ml sparkling and still.

FEED · QUALITY

Quality the market can audit.

Food safety is designed in, not inspected in. Our certifications are stated in plain words, limited to exactly what each certificate covers. Copies are available to buyers on request.

FSSC 22000 Version 6

Products manufactured and packed in an FSSC 22000 v6 certified facility in South Africa, incorporating ISO 22000:2018.

Halaal · SANHA

All Big Five Foods™ products are certified Halaal by the South African National Halaal Authority.

Kosher

Kosher dietary standards; Kosher certification by BUOSD SA.

ISO 9001

Quality management system standard.

Sedex

Ethical and responsible sourcing membership.

SAAFoST

Member of the South African Association for Food Science and Technology.

SupplierAdvisor®

Registered verified ethical seller on SupplierAdvisor®.

KEBS

Big Five Foods™ is approved by the Kenya Bureau of Standards for distribution into Kenya.

FEED · LOGISTICS · PRIVATE LABEL · SOURCING

From our line to your market.

Logistics, private label and sourcing sit beside manufacturing, so a buyer can move from sample to shelf on one conversation.

Logistics

From the line to the buyer's market, including institutional programme deliveries and export corridors.

Private label

Brand owners wanting a speedy entry to market can pack on our certified lines, in twelve formats.

Sourcing

Ingredients and offtake aligned with Agri provenance where the crop allows, and with the quality the certificates cover.

FEED · WATERS

Good water for our people.

UMTHOMBO™ is isiZulu for a spring: the source. Every UMTHOMBO™ water, sparkling or still, is infused with vitamins and minerals, in a 500ml bottle.

Sparkling
UMTHOMBO™ Naartjie
500ml · vitamin- and mineral-infused

Sparkling
UMTHOMBO™ Litchi
500ml · vitamin- and mineral-infused

Sparkling
UMTHOMBO™ Passion Fruit
500ml · vitamin- and mineral-infused

Sparkling
UMTHOMBO™ Lemon-Lime
500ml · vitamin- and mineral-infused

Sparkling
UMTHOMBO™ Mixed Berry
500ml · vitamin- and mineral-infused

Still
UMTHOMBO™ Still
500ml · vitamin- and mineral-infused



CHAPTER · EDUCATE

Leadership is learnable.

Big Five Learn accelerates leadership development in Africa through Super-Cube® ethical leadership — one model for executives, public servants and the next generation.

EDUCATE · BIG FIVE LEARN

Leadership is learnable.

Big Five Learn accelerates leadership development in Africa through Super-Cube® ethical leadership. The model places you at the centre, with six developable faces of leadership, taught on super-cube.me and in facilitated programmes.

Super-Cube®

A doctoral leadership model: six faces, measured and developed, not a slogan.

Programmes

Pathways for kids, adolescents and adults, with an 8-week pilot ready to run.

Evidence

The model was tested before it was taught. Leadership Is Learnable sets out the evidence.

The book

Leadership Is Learnable by Dr Craig R. Muller (Big Five Group, 2026).

Download the Big Five Learn profile, or start a free baseline at super-cube.me.



CHAPTER · EMPOWER

Verify it. Move it. Fund it. Deliver it.

Big Five Connect runs SupplierAdvisor® so companies can get found, get verified, get trusted and get paid. Around Connect, Direct, Access, Impact, Foundation, Royal and Global move goods, open capital and honour partnerships.

EMPOWER · BIG FIVE CONNECT

Get found. Get verified. Get trusted. Get paid.

SupplierAdvisor® is a supply-chain operating system built around a verified network of companies. Big Five Connect, part of the Empower side of Big Five Group™, runs SupplierAdvisor® so African SMEs, suppliers and buyers can trade with proof.

Get found

Company-to-company connections, marketplace reach and supplier discovery.

Get verified

Company verification and certificate metadata, so counterparties know who they are trading with.

Get trusted

Buyers score every delivery on OTIFEF and peer ratings follow the relationship.

Get paid

POs, quotes, orders and invoices sit on the same books, with payments in the same workspace.

EMPOWER · CONNECT · IN PRACTICE

School nutrition on one verified network.

Big Five Connect runs SupplierAdvisor® so education authorities can align school nutrition delivery: service providers and schools on one verified operating fabric, where approved products, menus and compliance live in the same place as trade.

Trust earned on real trade

Verification, peer stars, OTIFEF and risk live where you buy and sell, so bad counterparties show up before the next PO.

One OS, not a pile of apps

Core modules for network, buy and sell, inventory, make, ship, finance, SHEQ and quality, with industry packs on top.

B2B, B2G and B2C

Private trade, public procurement and a free SA Member wallet share the same verification fabric.

EMPOWER · THE PILLARS AROUND CONNECT

Move it. Fund it. Honour it. Deliver it.

Around Connect, six further Empower pillars move goods, open capital, honour partnerships and deliver programmes across Africa.

Big Five Direct

Route-to-Market • SANTACO Containers • Last-Mile Dignity

Big Five Access

Government Funding • CSI Optimization • Sovereign Capital Access

Big Five Royal

Honouring the Zulu Royal Family · Feed · Educate · Empower

Big Five Global

Distribution • Route-to-Market • African Standards Abroad

Big Five Impact

Project Management • Cross-Pillar Delivery • Results Across Africa

Big Five Foundation

Registered NPO • SupplierAdvisor® Listed • Measurable Impact

EMPOWER · IMPACT & PROOF

The figures, labelled.

Every number we publish carries its label, so a plan is never mistaken for a headcount. Reported is counted. Plan is a target. The feeding figures below are live from the same public snapshot as bigfivegroup.africa.

209 660	209 660	10 565	4
Meals provided	People fed	Kilograms delivered	Feeding projects
Live · adult meals	Headcount, else meals provided	Live · paid orders	Live

8	4	3	3
Paid orders	Named towns	Named provinces	NSNP 5kg packs
Live · allocated	Unnamed sites omitted	Unnamed sites omitted	DBE approved

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On the record

- Three Big Five Foods™ 5kg packs approved by the National Department of Basic Education for the NSNP (2026).
- All Big Five Foods™ products certified Halaal by SANHA (2026).
- Big Five Foods™ approved by the Kenya Bureau of Standards for distribution into Kenya.
- Big Five Waters™ launched with the UMTHOMBO™ range (September 2026).

Partner names shown on bigfivegroup.africa are for identification; programmes remain subject to formal agreements. The Zulu Royal Household partnership is in progress and not yet signed.

EMPOWER · MARKETS & EXPORT

From KwaZulu-Natal across Africa.

Fortified porridges and soya minces produced in KwaZulu-Natal for South African institutional demand, including the NSNP pathway, form the home base of a wider distribution story.

Live presence today

South Africa, Kenya, Ghana, Zambia, DR Congo, Tanzania, Namibia, Zimbabwe and Lesotho.

Also priority markets

Somalia, and European corridors including Germany, Hungary and Georgia.

Kenya · East Africa hub

A registered company and offices in Nairobi. Big Five Foods™ is approved by KEBS for distribution into Kenya.

From KwaZulu-Natal we build route-to-market into priority African nations and European corridors, with the same product integrity and local partnerships.

LEADERSHIP

Led by a builder of systems and people.

Founder & CEO · Dr Craig R. Muller.

A DBA-credentialed executive with over 20 years of blue-chip experience in FMCG, supply chain optimisation and global consulting. Creator of the Super-Cube® leadership model and author of Leadership Is Learnable (Big Five Group, 2026). Information Officer (PAIA and POPIA) for the Group.

D.B.A. · 2021

Doctor of Business Administration

Leadership skills development (Super-Cube®), University of KwaZulu-Natal.

M.B.A. · 2006

Master of Business Administration

Dissertation with distinction, University of KwaZulu-Natal.

Certifications

PMP · MSP · PRINCE2 · Lean Six Sigma Black Belt · Microsoft MCP.

WHY PARTNER WITH US

Eight reasons to build with us.

Manufacturing at scale

High-volume, multi-unit manufacturing and packing, 24/7, across twelve pack formats.

Any flavour, your formulation

Our in-house lab develops custom flavours, fortification and formulation changes, and private label.

Certified and auditable

FSSC 22000 v6 facility, SANHA Halaal, Kosher, ISO 9001, Sedex; copies on request.

Proven for school nutrition

Three 5kg packs approved by the Department of Basic Education for the NSNP.

Fast, flexible supply

Samples on request, orders from one carton, typical lead time of 5–10 business days, lab development typically in 5 days.

Export-ready corridors

KEBS-approved for Kenya, a Nairobi hub, and route-to-market in priority markets.

Transparent trade

Verified seller on SupplierAdvisor®: quotes, stock, invoices and QA holds in one place.

Purpose you can report

Feed, Educate, Empower, aligned with the UN SDGs, with every figure labelled.

TALK TO US

Tell us the outcome. We'll map the pillars.

Supply, private label, programme delivery, partnerships and briefings: one conversation covers the whole Group. We aim to reply within one business day.

Email
craig@bigfivegroup.africa
The first point of contact for supply, programmes and partnerships.

Phone
+27 (0) 82 581 4215
Call or message during business hours.

WhatsApp
wa.me/27825814215
A direct line for a short brief.

Web
bigfivegroup.africa/contact
Send an enquiry from the site.

Order online
Big Five Foods™ store
The Big Five Foods™ store on SupplierAdvisor®.

Social
@BigFiveFoods
Instagram and X.

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