

WIN! A FIVE-STAR SAFARI EXPERIENCE WITH AN AWARD-WINNING COOKBOOK AUTHOR

FOOD & HOME

ENTERTAINING

SEPTEMBER 2017 | R36,00 (VAT incl.) | Other countries R31,58 (tax excl.)

OVER
R75 000
WORTH OF
GIVEAWAYS

FLAVOUR FIESTA!

From potjie tamales to
chargrilled watermelon,
we've got Latin American
flavours to braai for

SPICY MEXICAN BURGER WITH LIME MAYO,
GUACAMOLE AND SMOKY PEPPERS

5 OF SA'S BEST-LOVED CHILDHOOD DESSERTS GET A GROWN-UP MAKEOVER
LIGHTEN UP 10 TOP TIPS ON KICKING KILOJOULES TO THE CURB!



GUDGU
[good-joo]



ENTENTE CORDIAL

GUDGU IS BRINGING SYRUP'S SEXY BACK! WHO'D HAVE THOUGHT CORDIAL COULD BE PROVOCATIVE AGAIN – WAS IT EVER? WITH GUDGU SHAKING THINGS UP AT MARKETS, CHURCH BAZAARS AND SUPERMARKETS ALIKE, **ANNA TRAPIDO** GIVES IN TO A SIP... THEN A GULP...

PHOTOGRAPHS BY SARAH DE PINA

Retro-chic, thy name is cordial. For sporty souls, each sip of this sweet, fruit-flavoured drink conjures up season after season of sunny school sports days, and long-

lost lime and soda-laden tennis tournaments. Sickly sorts remember Granny prescribing a nice, hot, fruit cordial to overcome the misery of winter sniffles and sore throats. Bookworms think fondly of afternoons spent reading that chapter in *Anne of Green Gables* when Diana gets scandalously drunk on raspberry cordial that is "ever so much nicer than Mrs Lynde's" (because it is actually currant wine).

Sadly, somewhere along the way from there to here, cordials fell out of favour. Preservative-packed and synthetic-flavoured fizzy drinks took their place. The good news is that fruit- and floral laden, dilutable syrups are back. The even better news is that – perhaps inspired by Diana of *Anne's* mishap – they have become gloriously grown-up, as cordial-based cocktails are now actively encouraged.

Pieter Du Plessis and Viljoen de Kock of GUDGU are at the forefront of South Africa's, ahem, entente cordial. In 2013 they left their respective professions in public relations (Pieter) and hotel management (Viljoen), and started simmering up superb syrups. Pretoria's cordial kings now make a kaleidoscopic array of liquid refreshments. Whether you want the simple pleasures of old school lemonade, the rose water-rich joys of Turkish delight or the fiery charms of ginger cordial, each gulp of GUDGU is magnificently mouth-filling.

GUDGU products are as flexible as they are delicious. Mix their exquisite pomegranate infusions with iced water to banish your Saturday morning hangover or add a dash to gin for a refreshing aperitif. Who can say no to strawberry cordial with a mid-morning macaron? Or a blueberry and soda water spritzer?

Dieters and diabetics are not forgotten with GUDGU's xylitol- and stevia-based syrup range. Viljoen says, "About 80% of our turnover is now from sugar free

THE CORDIAL KINGS, FROM LEFT PIETER DU PLESSIS AND VILJOEN DE KOCK



LOCAL PRODUCER

cordials. We have worked really hard to ensure our sugar free products taste as good as the cordials with sugar in them. So often, sugar free products have a nasty aftertaste. Ours are not that way. Whether you're a diabetic or simply watching your weight, you shouldn't have to accept an inferior product. With our sugar free range, you don't have to."

From the über-hip Pretoria inner city's Market@theSheds to the charming ooma-and-oupa style church bazaar in Hartbeespoort and into select SPAR stores, GUDGU is widely available in Gauteng and the North West Province, and is spreading as far up North as Thabazimbi and Polokwane. The Cape market is literally blossoming, thanks to the recent craze for elderflower everything. Viljoen explains: "Capetonians love it with their craft gins, but it's not just in an artisan alcohol sphere – lots of healthy-living advocates love elderflower too."

Whatever your location or lifestyle requirements, the quality of each and every glass of GUDGU is deliciously

non-negotiable. Pieter explains, "GUDGU is an Afrikaans acronym for 'Goedheid Uit Die Grond Uit', which translates to 'goodness out of the ground' and that is what we are all about. Our ingredients are always pure and natural. We work with nature and it shows in our product. For example, with our pink lemonade, the lemons will differ depending on the weather – sometimes the acidity is greater, sometimes less. The exact hue of pink will vary as a result."

Colour may vary, but quality never does. Pieter elaborates: "We work with small batches, so we can control standards. We never double a recipe. We pride ourselves on staying close to the product. To this end, we man the counters at our market stalls. We put our own cell phone numbers and email addresses on the bottles. If someone wants to get in touch with us about the product, we want to know. We could not be more hands-on."

He means the "hands-on" bit literally. A recent bee sting on Viljoen's hand



proves his point. The duo has planted and is nurturing a grove of elderflower bushes behind their Pretoria workshop, in order to supply the seemingly unquenchable market desire for elderflower cordial. In order to pollinate the plants, they have also installed bee hives. Occasionally, the bees forget that sharing is caring. Hence the sting.

Perhaps the bees were just irritated by the idea of all those Cape health-hipsters sipping their elderflower cordial. As Mimi Spencer put it in the UK's *Daily Mail*: "There's something irredeemably smug about elderflower cordial, isn't there? Something that makes you want to spike it with tequila and spill it down someone's front?"

Who knows if people are spilling it, spiking it or just drinking this classy cordial range? They are certainly buying it! GUDGU is a booming business in an otherwise stagnant economy. Pieter says: "We seem to be like the lipstick index – in tough times people cut back on the big purchases, but they allow themselves a little luxury. That's us: an affordable treat; a little bit of whimsy at the end of a difficult day." And who can say no to that?

PIETER, 082 458 5300; VILJOEN, 076 530 6050; GUDGU.CO.ZA;
FACEBOOK, TWITTER AND INSTAGRAM HANDLE: @GUDGUFOODS



THE TEAM THAT PUTS THE "GOOD" IN GUDGU:

TOP LEFT TO RIGHT MARKETER, IVAN STANDER; MARKETER, LYON BINNEMAN; JUNIOR CHEF & STOCK CONTROLLER, DOLVIN HLUNGWANI; MARKETING REPRESENTATIVE, TSHOLOFELLO LEBUDI **CENTRE LEFT TO RIGHT** FACTORY SUPERVISOR & DRIVER, ALVIN LETHOLE; HEAD CHEF, NOLUVO MBUTI; HOUSEKEEPER & HYGIENE, JOYCE MKWEBE **FRONT LEFT TO RIGHT** SALES, MARKETING & PUBLIC RELATIONS, PIETER DU PLESSIS; LEGAL, OPERATIONS & PRODUCT DEVELOPMENT, VILJOEN DE KOCK

