



## DISCOVERY BUSINESS INSURANCE

Let's rediscover  
our SA restaurants!

[#RestaurantReDiscovery](#)

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## This #HeritageMonth, Discovery Business Insurance marks the occasion by giving South Africa's home-grown restaurants a boost

Food is a rich part of South Africa's heritage and Discovery Business Insurance has launched a campaign which celebrates this - #RestaurantReDiscovery.

Joined by restaurateur and popular musician, J'Something of one of SA's loved local bands, Mi Casa, Discovery Business Insurance is inviting South Africans to rally around the theme of "Re-Discovery" – *Re-discovering our roots. Re-*

*discovering our traditions. Re-discovering whatever it is that brings us together and what makes us unique and different.* For many of us, food is central to all of that.

“Since the COVID-19 pandemic reached our shores last March, South Africa’s restaurants have been some of the hardest hit businesses. Restaurant owners have suffered major losses during subsequent levels of lockdown and could really use our support to get back on their feet again as the country’s vaccination programme rollout picks up,” says Discovery Business Insurance Chief Operating Officer, Lana Ross.

As South Africans get themselves fully vaccinated, more of our restaurants can open up again and re-establish their footing in the food industry. Prior to this global health crisis, the restaurant industry was in a strong place. Reports have indicated that in 2019, the restaurant industry provided employment to more than 500 000 people and contributed around R6 billion to the national economy on a monthly basis.<sup>1</sup> Just three years back, the industry’s total revenue was expected to grow from around R72 billion to at least R88 billion by 2023 too.<sup>2</sup> This forecasted growth was expected to be a steady one prior to the health crisis in 2020.

“We are very much aware of the devastation to lives and livelihoods, as a direct consequence of the various lockdown periods. Consequently, many restaurants have closed or suffered major cuts backs and job losses during the past year and a half or so,” said Ross. “And yet restaurateurs are quite resilient business owners and have been working hard through this period to find ways to diversify their businesses and reclaim this highly viable economic industry as we move through 2021. They could still benefit from our support as patrons though,” she continued.

Discovery Business Insurance has taken a supportive stance with the launch of their #RestaurantReDiscovery campaign, launching on 6 September 2021 and running until 30 September 2021 when the most voted for shortlisted restaurant will be announced and win R25 000 in cash that they can use to Re-boost their restaurant.

“In this way, we hope to inspire South Africans to support these businesses – while following all COVID safety protocols, including vaccination – during this month that celebrates heritage. It’s a fun way for us all to support this industry and inject some much-needed economic support – all while

enjoying eating out again.

So, how can you help your favourite restaurant to win this much needed cash injection this Heritage Month?

“By using the power of social media,” explains Ross. “You can tag your favourite restaurants on social media platforms, using the hashtag - #RestaurantReDiscovery and all they need to do is post a 60-90 second video showcasing what their restaurant means to them – its purpose, flavour and heritage by 16 September 2021 – simple as that.”

Discovery Insure will shortlist five finalist videos and share these publicly so that people can vote for their favourite. Votes are counted by the most comments using all the social media platforms; and the shortlisted restaurant with the most votes will be crowned the winner of R25 000.

“We hope that this campaign will lift the sentiment among these businesses right now and encourage us all to support the restaurant industry in a really uplifting way, so that it can return to its once highly vibrant state sooner rather than later,” says Ross.

This is one small way we hope to encourage things in this positive direction, so that we can all see our favourite dining spots through to better days ahead.” concludes Ross.

To find out more about the competition, including the terms and conditions, click [here](#)

To watch the video, click [here](#)

*\*\*\* Discovery Business Insurance is a proud sponsor of RASA (Restaurant Association of South Africa), providing support to more than 11 000 restaurant members.*

*\*\*\*For more information on Discovery Business Insurance's bespoke Restaurant Owner's Product and its protective insurance cover benefits, click [here](#).*

## **Sources:**

1. Covid-19 lessons for SA's restaurant industry:

<https://www.news24.com/citypress/voices/covid-19-lessons-for-sas-restaurant-industry-20200929>

2. Industry revenue of “restaurants, bars and canteens” in South Africa 2011-2023:

<https://www.statista.com/forecasts/424542/restaurants-bars-and-canteens-revenue-in-south-africa>

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## ***Discovery information***

### **About Discovery**

Discovery Limited is a South African-founded financial services organisation that operates in the healthcare, life assurance, short-term insurance, savings and investment and wellness markets. Since inception in 1992, Discovery has been guided by a clear core purpose – to make people healthier and to enhance and protect their lives. This has manifested in its globally recognised Vitality Shared-Value insurance model, active in 27 markets with over 20 million members. The model is exported and scaled through the Global Vitality Network, an alliance of some of the largest insurers across key markets including AIA (Asia), Ping An (China), Generali (Europe), Sumitomo (Japan), John Hancock (US), Manulife (Canada) and Vitality Life & Health (UK, wholly owned). Discovery trades on the Johannesburg Securities Exchange as DSY.

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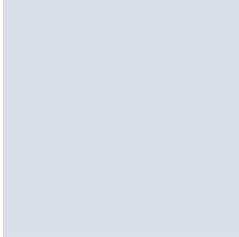
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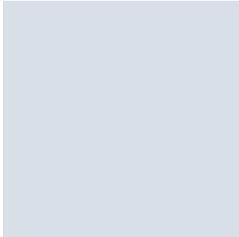
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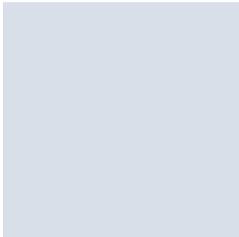
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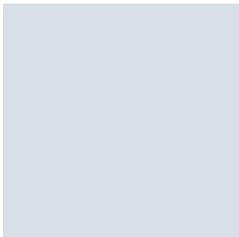
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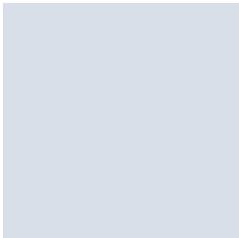
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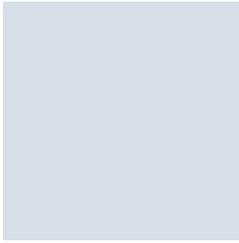
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