

# Chef Mbombi adopts Maps Maponyane!

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South Africans are known for our love of food. We are a nation of eaters, often using mouth-watering dishes as a love language that we share with those closest to our hearts.

Something else we are famous for as South Africans is our competitive spirit. We always want to lead the way in discovering new global trends and injecting popular culture with our vibrant perspective. Many of us are currently looking at our lifestyles and evaluating how we can change the way we live so that we become more sustainable, and how we can adopt better eating habits.

That is where Oumph comes in. Oumph is designed for the adventurous eater who loves food and wants to try out something new with Oumph products providing an exciting addition to any plate.

Oumph designs all of its products to fall in line with their belief that a great taste experience is key to a food culture. Oumph is driven by their ambition to address climate change and the impact that humans have on our environment while increasing the health of as many people as possible and retaining the joy of eating so many of us cherish.



## Adopt A Carnivore campaign

To start 2022, Oumph is promoting the Adopt a Carnivore campaign which will run throughout the month of January and February.

The concept is simple, flexitarians will be encouraged to adopt a carnivore, by taking a carnivore under their wing and helping them discover the joys of including plant-based foods into their diets. This program is not about converting them into vegans/vegetarians but is simply a fantastic way for veggie lovers to help their carnivorous besties discover the fun they can have by adding meat alternatives to their diet.

Consumers are invited to take part in a four-week challenge where they will be prompted to take a closer look into plant-based food and how it might fit into their current lifestyles. Oumph will be helping them out by partnering with influencers who have been paired up to bring the campaign to life. Oumph aims to inspire consumers into action with an influencer-based campaign where a well-known veggie-lover will team up with a well-known meat-lover with the aim of introducing them to epic veggie eating. Celebrity chef, Chef Mbombi, has adopted South African television presenter and actor, Maps Maponyane as his carnivore. Their exciting new journey will be documented on social media weekly, with influencers sharing their learnings with consumers.



*Maps Maponyane*



*Chef Mbombi*

In the first week, contestants will discuss their veggie-inspired meal plans and dishes. Teams will then be encouraged to share a photo of their first meal with their newly adopted carnivore. In the second week, the adopters will share their veggie meals with their adopted carnivore and teams will then be encouraged to share a reaction picture or video of the carnivore trying out this new recipe. In week three the adopters in the teams will share specific recipes with each other, and finally, in week four, the carnivores will have to prepare a veggie meal for their adopters to taste and comment on.

Oumph is making the challenge a little sweeter for consumers! In addition to the fun of getting your carnivore to eat their greens and watching the influencers do their thing, Oumph is also adding a competition element to the challenge. Teams that take part in the Adopt A Carnivore Challenge and share their progress on social media while tagging the Oumph page and using their hashtag, stand a chance of winning a R20,000 Yuppiechef voucher + an Oumph hamper. There will also be five additional hampers to be given away to those teams who have impressed the judges with their creativity and fun approach to epic veggie eating.

So, get inspired, team up and take on a plant-based challenge with Oumph!

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