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**PRESS RELEASE  
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**Woman on Top at La Marina Foods**

Part of what makes ever-popular food supplier, La Marina Foods, in Johannesburg, so appealing is the superior range of products that it has on offer. The other half of the success story is the people behind it. For owner, Kirsten Jooste, her love for food and people has gone back decades, when she used to work in restaurants.

“My team complements each other because we work to our strengths; we just click, explains Kirsten, who is often on the road, working on sales and marketing. “Although we focus on different areas, we’re involved in all areas of the business,” she says. Adds Kirsten: “We have different personalities; yet we have the utmost trust in each other.”

One of the biggest challenges in this business is the potential shortages and lack of availability that comes with such high-end (and sometimes rare) products. But undeterred, Kirsten showed some of the company’s best profits during the recession – a testament to her commitment and business savvy.

In 2008, La Marina Foods had to move because it had grown out of its existing space. “The move from our humble factory to the ‘monster’ we have now in Modderfontein is by far our biggest achievement,” says. Kirsten. Just three years later, it seems another move might be necessary soon for the same reason.

The biggest difference with an owner-run establishment is the personal service that comes with it – something that Kirsten and her team pride themselves on. The team is not afraid of hard work either, normally getting up before 5am and working six days a week. Concludes Kirsten: “ We believe wholeheartedly in this business; that’s why we put all our passion behind it.”

Call La Marina on 011 608 3277 or visit [www.lamarinafoods.co.za](http://www.lamarinafoods.co.za).

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