Sandton Convention Centre’s innovative new breakfast offering

Breakfast is taking its place as a key opportunity for innovative corporate events, from casual get-togethers to elegant, celebratory functions at Sandton Convention Centre with the launch of a fresh new approach and a varied breakfast menu selection.

James Khoza, Executive Chef of Sandton Convention Centre and President of the SA Chefs Association, says the move is in response to a developing trend in business for breakfast events in the interests of time and cost saving, as well as sustainability. He says, “The focus is increasingly on sustainability, keeping the food fresh and on point with health considerations, which includes mindful eating – avoiding sugar, salt and preservatives.”

He adds that the range of events now taking place over breakfast is constantly increasing. “Our new breakfast menus are customer-driven, delivering fresh products to accommodate the personality of the different events and to meet the needs of our clients,” he says. “With the new breakfast menus, we have given clients the freedom to put together their own menus without being constrained by the traditional approach to breakfast.”

The breakfast menus cover a wide range of options that include a Standing Continental Grab ‘n Go; a Continental Breakfast Buffet; a Full English Breakfast Buffet; and Plated Breakfast, ensuring every event and client preference is catered for. Says Khoza, “For instance, for the Continental type breakfast, which offers about 15 add-on options, we have allowed some hot enhancers to the cold spread in response to client requests.” The Grab ‘n Go breakfast, which has about 17 add-on options, is also already proving popular for events where networking and interaction are important. The breakfasts all come with an in-house baked basket of pastries and muffins, toast, butter and jams, tea, coffee and juice, as well as seasonal fruit. The menu options range in price from R245 to R345 for the basic menus, with the option to add items according to the requirements for a specific event, and are served between 6am and 11am.
Breakfast buffets can be enhanced with live cooking food stations, which reflect a growing trend and are available at SCC for events with a minimum of 50 guests. These can also be customised to suit client needs.

The premier option is the Plated Breakfast, which includes delicious meals such as the signature dish of Confit trout with coddled egg, green bean cassoulet, mushrooms and caviar hollandaise, many other exceptional dishes, as well as several delicious vegetarian and sweet options.

Khoza says, “Our new approach and breakfast menus embrace climate change challenges that we are all facing. We are constantly seeking solutions to ensure we deliver breakfast favourites, while finding new ways to prepare and cook our food. We are adopting change and providing the most celebrated meal of the day in ways that are already proving popular with Sandton Convention Centre clients and visitors.”

He adds that the SCC kitchen team is collaborating well and is keen to keep learning as cooking evolves with new trends and ingredients. “We are focused on our customers and their breakfast needs – and whatever we cook, we do it with excellence.”

For more information go to www.sandtonconventioncentre.com.