



A New Flame: Flame Craft Ignites the Hospitality Sector with World-Class Fire-Cooking Solutions

Exclusive Southern African Distributor of Premium Global Brands to Debut at The Hotel & Hospitality Expo Africa 2025

(Cape Town, South Africa) – A new player in the Southern African hospitality equipment sector is turning up the heat - literally.

Making its debut at this year's Hotel & Hospitality Expo Africa (11–12 June 2025 at the CTICC), Flame Craft enters the market as the exclusive distributor of four globally renowned brands in fire-based cooking and preservation equipment for the Southern African region: Meatico, Pira, Borniak, and Universo.

Together, these names represent the global pinnacle of culinary engineering - from precision dry-aging chambers and artisanal wood-fire grills to commercial-grade charcoal ovens and electric cabinet smokers.

Flame Craft is targeting a distinct audience: chefs, restaurateurs, boutique butchers, charcutiers, hospitality groups, lodges, and culinary artisans seeking reliable, high-performance tools that marry traditional fire-cooking methods with modern efficiency.

“There's growing demand in Southern Africa for premium equipment that not only enhances flavour but also delivers consistency, safety, and visual appeal,” says Carl-Reinhardt Cronjé, who, together with his father, Sakkie Cronjé, launched Flame Craft as a family-run company.

“Our products deliver precision, performance, and - most importantly - passion in fire-based cooking, smoking, and curing solutions. We're here to bridge that gap with tried-and-tested global solutions trusted by culinary professionals across Europe and beyond.”

The Power of Precision

Part of the Flame Craft portfolio, **Meatico** offers a specialist range of curing and ripening chambers for dry-aged meat, cured fish, and matured cheeses. With full climate control, UV sterilisation, and app-enabled remote monitoring, Meatico units are already a fixture in butcheries, restaurants, and fromageries across Europe.

For live-fire cooking, the **Pira** range brings decades of innovation in charcoal ovens, barbecues, and accessories. Known for their thermal insulation and energy efficiency, Pira ovens are favoured in Michelin-starred kitchens for their speed and ability to retain heat and moisture - delivering that unmistakable charcoal char without drying out meat or vegetables.

Borniak, meanwhile, answers the call for electric smoking systems that offer both hot and cold smoke options in a single unit. Easy to operate and energy-efficient, Borniak smokers allow chefs and artisans to produce professional-quality smoked meats, fish, cheeses, and charcuterie without the need for a traditional wood-burning setup.

Finally, for open-kitchen theatre and bold visual appeal, Flame Craft distributes **Universo's Tuscany W**, an artisanal wood-fire grill built in Italy for high-end hospitality venues.



With its gleaming stainless-steel structure available in different colours and multi-level grilling zones, it's as much a centrepiece as it is a functional appliance.

A Timely Launch for a Growing Market

The arrival of Flame Craft taps into a broader regional trend: the reimagining of open-fire cooking and a more elevated, sustainable approach to preservation practices like curing and smoking.

As menus from world-class chefs, hotels, restaurants, lodges, and boutique establishments embrace more artisanal, slow-food, and locally sourced elements, equipment that enables precise flavour development and visual storytelling becomes essential.

For hospitality buyers attending the Expo, Flame Craft offers not only product variety but also exclusive access as the only authorised Southern African distributor of these high-performance international brands.

Those looking to upgrade their kitchens or create immersive food experiences will find the Flame Craft stand a key destination during the event.

Flame Craft's curated range has been selected to meet every need: from boutique butchers and artisanal cheesemakers, to restaurateurs aiming to wow patrons, award-winning chefs in search of distinctive tools, and hotel or lodges prioritising premium consistency across multiple properties.

Flame Craft South Africa will be exhibiting at The Hotel & Hospitality Expo Africa 2025. Connect with them at Stand P58, visit www.flamecraft.co.za, follow @flamecraftsa on social media, or email info@flamecraft.co.za for more details.

ENDS