




BY EMAIL

ANIMAL LAW REFORM SOUTH AFRICA NPC


Email: outreach@animallawreform.org

Dear Sirs,

ANIMAL LAW REFORM SOUTH AFRICA NPC // FAMOUS BRANDS LIMITED AND FAMOUS BRANDS MANAGEMENT COMPANY PROPRIETARY LIMITED

1. We refer to the three requests for access to records in terms of section 53(1) of the Promotion of Access to Information Act 2 of 2000 (**PAIA**), which you delivered to the Information Officer of Famous Brands Limited on 21 November 2022 via email (the **requests**) as well as the subsequent correspondence between you and our client, including your most recent email dated 21 February 2023 (**your email**).
 2. Having considered the requests, we do not believe that Animal Law Reform South Africa NPC (**ALRSA**) has provided a sufficient basis to demand access to our client's records in terms of section 50(1) of PAIA because it has not demonstrated that it requires access to the records listed in the request in order to exercise or protect any right (including any right bestowed upon ALRSA by section 24 of the Constitution).
 3. Our client rejects the insinuation in your email that it has not approached the requests in a manner that advances transparency and accountability in relation to the environment and reserves its rights to challenge the validity of the requests before the Information Regulator or in any other forum.
 4. As our client has previously advised you, it is neither a supplier nor distributor of eggs (or chickens) in the ordinary course of its business. Our client owns and operates the Wimpy, Steers and Mugg & Bean brands. Aside from a very limited number of company-owned stores, our client licenses the intellectual property relating to these brands to franchisees who own and operate the restaurants. These franchisees engage directly with egg and chicken suppliers/distributors to obtain these products for their restaurants. It is therefore inappropriate for ALRSA to direct the requests to our client.
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5. Nonetheless and notwithstanding the extremely broad nature of the requests, in an effort to assist the ALRSA with its exercise and promote transparency and accountability, we enclose the following documents, which appear to be responsive to the requests:
 - 5.1 Famous Brand's Integrated Annual Report for the financial years ended 28 February 2019, 29 February 2020, 28 February 2021 and 28 February 2022 (which are available to the public on Famous Brand's website);
 - 5.2 Famous Brand's Group Procurement Policy, dated 23 December 2021;
 - 5.3 Windmeul Eggs' "Free Range Certified" document;
 - 5.4 Famous Brand's "On the Move" and "Sit Down" newsletters to its Mugg & Bean franchise partners, which refer to Famous Brand's commitment to utilise Free Range Eggs;
 - 5.5 Wimpy's Free Range Egg Roll Out Presentation; and
 - 5.6 Famous Brand's Free Range Egg Roll Out Presentation.
 6. Please note that we have redacted those portions of the documents referred to in paragraphs 5.2, 5.4, 5.5 and 5.6 above that are not relevant to ALRSA's enquiry.
 7. Our client's rights are reserved.
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