



Media Release

For Immediate Release

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INSIDE STORY ON CAPE TOWNS' NEW ETHICAL BURGER BAR

Cape Town will see the inauguration of Inside & You're Out (IYO) Burgers on 16 April 2015, 131 Bree Street. Formerly, a premier mobile burger shop visited regularly at 'First Thursdays' and the Oranjezicht City Farm Market will permanently open its doors to the public: Monday – Friday (12am – 11pm) and Saturday (5pm – 11pm).

Perfectly situated in the CBD, IYO Burgers is run by two young enviro-foodies, Jonah Lewis and Jean Marc Lenferna. The mutual passion and aims for delicious foods, local community and ethical accessibility, brought these two like-minded individuals together to make some of the best burgers in town.

Born and bred in Cape Town, Jonah Lewis graduated from Vega in 2012 specialising in multimedia. It was in his final year of studying that Jonah found an immense interest in environmental and conservation issues, through working at TedX conferences in Cape Town between 2011 and 2012. This inspired him to change his academic focus by aligning all his third year projects with environmental messaging on digital platforms.

Jean Marc Lenferna, originally from Mauritius, studied to be a chef at Silwood in 2013 and went on to work at various restaurants in Cape Town - Test Kitchen, La Colombe and the Pot Luck Club amongst others. It was in his first year of studying to be a chef when Jonah approached him with the idea of starting an organic



burger shop. Their humble beginnings involved Jonah spending nine months in 2013 on the floor of his bedroom designing and conceptualising the brand and business although still working at his day job, while Jean spent time developing the food. They successfully launched IYO Burgers in December 2013 and have seen great achievement since the start.

Sustainability is present in every facet of the restaurant, starting from the construction, to the wood used and straight through to the packaging of the burgers. All the wood in the restaurant is made from spruce board and is FSC approved, which means that for every tree that is cut down, another one is planted.

Furthermore, the vegetable boxes are all made from recycled pallets and covered with a beeswax seal, which are then filled with organic and self-grown vegetables. The beer mugs, coffee cups, smoothie and drink jars, and shot glasses are made from recyclable glass provided by Consol and till slips are sent electronically via email.

Jonah and Jean Marc are firm supporters of the local community and believe that everything one needs is an 'arms stretch away'. Hence, sourcing from smaller suppliers and supporting local entrepreneurs, as said by Jean Marc Lenferna, 'We believe in uplifting our community and this means sourcing as much as possible from small local suppliers. From the meat, vegetables, bread and alcohol we are focussing on close, intimate supply sources.'

'The global food industry is driven by a lot of negative, unethical and damaging practices. People have really started to ask questions about where their food comes from and how it is made. This opens up a huge opportunity to educate the public on sustainable and ethical food operations that are better for the planet, the community and us, the people that eat the food. Making ethical foods and knowledge on ethical alternatives more accessible is at the heart of Inside & You're



Out and is something the both of us are incredibly passionate about , ' says Jonah Lewis.

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