

Nibbly Bits

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Nibbly Bits was founded by Peter Haasbroek in 1996, after taking early retirement from Sasko, when he saw the opportunity to launch a range of handmade premium rusks for Woolworths. The company has steadily grown and today employs over 500 people, producing a range of handcrafted rusks, biscuits, cookies & snacks. The factory is located in Wellington, South Africa, in the heart of the Cape Winelands. Today Peter is retired, but still sits on the board. All three his sons, Andre, David & Paul are very involved in the company under the leadership of Andre the CEO.

Mobile: 0

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