

# South African National Halaal Authority

الهيئة الوطنية لتوثيق الحلال بجنوب أفريقيا

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P.O. Box 42032, Fordsburg 2033, Gauteng, South Africa

18<sup>th</sup> December 2014

Messrs Sunil Manilall and Ashwin Santhilall,  
The Proprietors  
Steers North Beach  
137 Lower Marine Parade  
Marine Parade  
Durban  
4001

WITHOUT PREJUDICE

Sirs

## Re: Alleged Misrepresentation - Steers North Beach

We are deeply perturbed and distressed at receiving calls from the public and posts on social media alleging that your store is making claims of being certified as Halaal by **SANHA**.

As you are very well aware that your outlet is most definitely **not certified by ourselves** and therefore urge you to counsel your management staff to desist from making such false claims.

For the record, we reiterate our position as follows:-

1. The store enjoyed **SANHA's** Halaal certification for the period of nine (9) years during its ownership by the previous Muslim Franchisee.
2. The **SANHA** certification of the store ceased on 31<sup>st</sup> October 2011 with the sale of business to yourselves.
3. Your application for **SANHA** certification to continue after the above date was unsuccessful as you were unable to comply with our supervisory and audit requirements.
4. You subsequently chose to obtain Halaal certification through ICOSA.

In light of the above we seek your assurance that your establishment will desist from making any claims of Halaal certification by **SANHA**, implied or otherwise which is clearly an infringement of our rights.

We trust that you will understand the ramifications and sensitivities of the community many of whom view any such misrepresentation of the **SANHA** Halaal status as highly offensive and a violation of their faith.

We look forward to receiving your urgent clarification and apology.

Thanking you.

for South African National Halaal Authority

R. Vaid (Maulana)

**On behalf of SANHA Management Board**

(electronically transmitted – no signature required)