

**Dale Mazon**, originally from Seattle, USA, and the holder of a Bachelor's degree (Finance) from Washington State University, founded TriBeCa Coffee in 1996, the year he also made Pretoria his home.

The company has been at the forefront of the coffee wave that swept South Africa during the mid to late 2000s. Since TriBeCa's humble beginnings, the company has grown exponentially, now employs more than 2000 people, and has a turnover of more than R1 billion.

The company now owns and operates one of Africa's largest coffee roasting and packaging facilities and consults with and provides roasting services to premium retail groups, including Woolworths, hotels, restaurant chains, and other hospitality and corporate establishments.

Dale also owns and operates Lucky Bread Company. Always one to keep up with the latest trends in the service industry, Dale says he is a connoisseur of good food whose mornings aren't complete without a perfectly roasted cup of coffee.

**"NORMAL  
IS EXTINCT"**

