

TAPI TAPI ICE CREAM MADE IN ZIMBABWE AND SOUTH AFRICA VALUING THE FLAVOURS OF THE AFRICAN CONTINENT

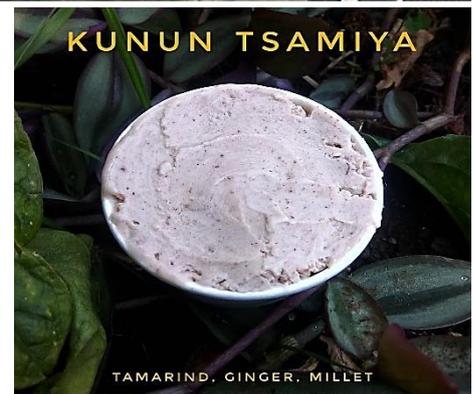
[The Tapi Tapi Café in Cape Town](#), South Africa, offers an extraordinary menu of ice creams made of African flavours. His aim is to use ice cream as a vehicle for inspiring people about African flavours. Created in 2018 by Tapiwa Guzha, a Zimbabwean doctor in molecular biology, this innovative ice cream has evolved into an educational initiative focused on sharing food and food culture from the African continent.

Born in Zimbabwe, Tapiwa Guzha started up by experimenting and making ice cream using local flavours as a hobby and in 2018, while doing postdoctoral studies in the Department of Genetics at Stellenbosch University in South Africa he turned this activity into a small business. Since February 2020 the Tapi Tapi Café created in Observatory, a lively neighborhood of Cape Town, is a space where customers can taste ice creams before buying some. The menu is evolving in response to seasonal variations in local produce and the Café has managed to create a wide variety of different flavours to date.

Tapiwa Guzha is a microbiologist that turned into an ice-cream maker taking inspiration from the flavours of the foods prepared in his family in Harare, Zimbabwe, and involves its consumers in rediscovering the great wealth of flavours of their childhood. He makes his ice cream with the great variety of fruits, vegetables, herbs and indigenous ingredients such as blackjack, sorghum, millet, edible clay, hibiscus, baobab, okra and many others. The catalogue of the Tapi Tapi Café includes red finger millet ice cream, fish ice cream made of dried kapenta, matamba ice cream and also uses dried black jack (tsine) to add a herby flavour in some of them.

The Tapi Tapi ice cream in fact was invented not only as a product for an innovative business, but above all as a call to action to eat local, working with the endemic flavours from the African continent. This ice cream has been created to celebrate the African cuisine overcoming native perceptions that ignore the richness of the indigenous ingredients. In addition, in the interviews released to international newspapers, the biologist emphasizes that his goal is not to produce a *traditional* ice cream, but to involve consumers and producers in the simple and clear idea that the cuisine of a country has to be based on local products and taste. The challenge is also about providing traditional cuisine with the necessary technological improvements to adapt it to the needs of modernity, so that it becomes the current cuisine of a country.

While the Café began as an ice cream - centric space, consumers can now also enjoy many other continental flavours in drinks, cocktails,



baked desserts and breads, fermented milk and soda and many other delicacies. All the products are a small batch and the menu is constantly evolving, being frequently updated taking into account the seasonal ingredients and also the results of the experimentation of new creations.

In the Tapi Tapi Café, the different ice creams and other products are made and churned by hand using only the best ingredients they have access to. They have a slightly higher cost for the consumer than those in the current market, but for a high-quality artisan crafted product the distinct flavours aren't readily available from typical suppliers and cost a bit more to acquire. Furthermore, the team highlights that unlike the products made by large scale commercial enterprises, they do not incorporate air during churning, so the consumer gets more grams of ice cream per volume in each of their scoops or tubs.

The Tapi Tapi ice cream has been a great success and the story of this innovation is told in [articles published by various magazines](#) of the international press. In particular, interesting interviews with Tapiwa Guzha can be found in these articles, highlighting the focus and challenge of his initiative. Information on the great variety of plants and agricultural products that are used to process the ice cream and the other specialties of the Café can also be found in these articles.

The Tapi Tapi Café in Cape Town will certainly continue to be a great success with its consumers and visitors from other countries. The African cultural dimension of his goal will also certainly be successful, inspiring innovators from other countries to replicate the idea. Ice cream is a nutritious product, whose wide consumption can be expected especially in hot countries, and the investments to implement an ice cream shop are not high. There is no need for large industry to produce ice creams and even in the countries where they are traditional and widespread, the best ones are often produced by small businesses using the basic products of their own territory.

The idea of using ice creams as a vehicle for promoting local African flavours is wonderful and with the support of the Tapi Tapi Café and its already experienced and consolidated know how to create so many flavours, similar projects could be launched in many other African countries expanding the impact of the educational campaign that underpins the project.

To know more

[Tapi Tapi website](#)

[Tapi Tapi - Radio and print media](#)

[Article in wantedonline.co.za](#)

[Tapi Tapi in CNN Travel](#)

[Article in atlasobscura.com](#)

[Tapi Tapi in Travel Essence Magazine - Issuu](#)

[Article in snapscan.co.za](#)

