

Michelle Kruger is primarily a brand strategist and copywriter, but also supplies various complimentary services in this sector. She has been involved in the fruit industry from more than 20 years. Firstly, as the international representative for the SA fruit export industry and after that as the global brand director for the citrus brand, ClemenGold. She has worked with many chefs and food personalities along the way in setting up, directing and styling food shoots, videos and shows.

Michelle has been on the SA Olive CTC tasting panel for the past three years and this will be her first time judging the SA Olive Awards.

Michelle loves anything to do with olives – from the orchards all the way to the making and tasting of the oils.