



## LORNA MASEKO | PROFILE

Lorna Maseko is a South African chef, entrepreneur, and award-winning television personality operating at the intersection of food, culture, and global business. A former professional ballet dancer, she has built a multifaceted career that extends far beyond the kitchen—positioning herself as a leading voice in the globalisation of African culinary culture.

Her culinary journey began on *Celebrity MasterChef South Africa*, where she reached the Top 6 finalists. What followed was not just a transition into food, but the deliberate building of a platform—one that has evolved into a globally recognised brand spanning media, product, hospitality, and strategic cultural programming.

Lorna is the host and executive producer of multiple television properties, including *The Hostess with Lorna Maseko* and *Homegrown Tastes South Africa* (BBC Lifestyle). Her work has earned international recognition, including Gourmand World Cookbook Awards and a Taste Award, affirming both her creative and commercial impact in food media.

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## BEYOND THE KITCHEN | STRATEGY, BUSINESS & EXECUTION

Beyond her on-screen presence, Lorna is a seasoned business operator with a proven track record in building and executing scalable concepts.

She is the founder of **Ekhaya Hospitality & Productions**, a consultancy and production agency that develops and delivers curated culinary experiences, cultural

activations, and strategic convenings across Africa and the United States. Through Ekhaya, Lorna works at the intersection of chefs, brands, institutions, and government—designing platforms that translate culture into commercially viable and globally relevant experiences.

Her earlier ventures include **Fabulous Productions**, an agency that serviced high-profile clients across events and branded experiences, as well as a bakery business that deepened her operational expertise in product development, supply chain, and retail realities. These ventures collectively shaped her understanding of both the creative and commercial mechanics of the food industry.

This dual lens—creative and operational—positions Lorna not just as talent, but as a builder of ecosystems and experiences.

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## GLOBAL FOOTPRINT & CULTURAL INFLUENCE

Lorna's work has consistently bridged Africa and the global market.

She has appeared on major international platforms including *Top Chef All Stars*, *Beat Bobby Flay*, *Bobby's Triple Threat*, and *Chopped*, marking her presence within some of the world's most competitive culinary spaces. She has also participated in global forums such as the EAT Stockholm Food Forum and hosted the World Restaurant Awards in Paris.

Her experiential work spans curated pop-ups and private dining events across cities including New York, Los Angeles, Dubai, and London—often positioned at the intersection of food, culture, and business.

Through **Ekhaya Dining**, her Atlanta-based supper club, Lorna has created a cultural platform that brings together diaspora communities, industry leaders, and global audiences through food-led storytelling and shared experience.

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## PRODUCT, MEDIA & COMMERCIAL SCALE

Lorna has successfully extended her brand into product and retail.

Her condiment range, **Pinch of Salt**, is positioned as a premium expression of South African flavour, currently stocked in leading retailers and in development for international expansion into the United States and United Kingdom.

In the U.S., she launched a cookware line on **HSN**, now in its fourth year, demonstrating sustained commercial traction in a highly competitive market.

In 2025, she was appointed **Executive Chef for South African Airways**, curating the airline's business class menu—further cementing her role as a culinary ambassador for South Africa on a global stage.

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## CREATIVE LEADERSHIP & INDUSTRY POSITIONING

Lorna continues to expand her role behind the camera as an executive producer and director, taking ownership of content from concept through to delivery. Her recent projects, including *Lorna's Pantry*, reflect a strategic shift toward scalable, culturally rooted content that resonates across markets.

Her work is underpinned by a clear mission: to position African cuisine not as a niche, but as a global category with commercial, cultural, and investment potential.

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## LOOKING AHEAD

With experience spanning media, product development, live experiences, and cross-continental partnerships, she brings a unique ability to conceptualise and execute platforms that connect:

- Chefs and industry talent
- Brands and commercial partners
- Governments and trade initiatives
- Diaspora and global audiences

Her work demonstrates how food can be leveraged as a tool for economic development, cultural diplomacy, and global market expansion.

As she continues to expand Ekhaya Hospitality & Productions and scale her ventures internationally, Lorna remains focused on building platforms that create access, shift narratives, and unlock opportunity for African talent and businesses on the global stage.

With a clear vision and proven execution, she is not only contributing to the industry—she is helping define its future.