



# THE HEAVYWEIGHT OF DURBAN

More than a burger, It's an Experience.

What began as a modest rooftop stall at Durban's Musgrave night market has quietly evolved into one of South Africa's most talked-about culinary names. Smokin' Joe's isn't just a burger brand, it's a reflection of the man behind it. Inspired by the grit and discipline of boxing, Joe built his business with the same principles: precision, consistency, and a relentless pursuit of excellence.

There's a quiet confidence to the Smokin' Joe's story, one rooted in authenticity, and powered by a growing community of loyal followers who understand that great food often starts with a great story.

## AND STILL... THE REIGNING CHAMPION

Smokin' Joe's has earned its place at the top of the local food scene, taking home Best Burger Joint in Durban two years in a row. This back-to-back win is more than just a title, it's a testament to the brand's consistent quality, bold identity, and unwavering support from the community. What started as a local favourite has quickly become a legend serving good vibes and great burgers.

Smokin' Joe's made international headlines when it was ranked 12th on Big 7 Travel's list of the Best Burgers in the World – the only South African entry to crack the top tier. This recognition didn't just put the brand on the map; It cemented Smokin' Joe's as a world-class contender with local roots and global ambitions.

Come try our famous Knockout burgers at Cowey Road, Durban, Palm Boulevard, Umhlanga or Kloof Street, Cape Town. Follow the flavour: @smokinjoesza