

## Success Story

# Serving communities and scaling operations with Sage

“Sage is the backbone that allows us to scale rapidly without sacrificing control or compliance. It grows with us, adapting to our evolving needs across multiple countries.”

**Raylene Pitt**

Head of People, Hungry Lion



### A bold transition to scale

After breaking away from its former parent company, Shoprite Holdings, in 2018, Hungry Lion took full ownership of its HR, payroll, and IT operations. Hungry Lion set out to double its number of restaurants and employees within just a few years. That kind of growth called for a system flexible enough to keep up across countries, teams, and constant change.



### Strategic support with Sage 300 People

Today, Sage 300 People provides the digital backbone for Hungry Lion's HR and payroll operations. With the guidance of P&H Solutions, the business has streamlined its payroll processes, embraced employee self-service, and gained real-time insights that support better decision-making. The partnership ensures Hungry Lion's growth is backed by smart, secure technology and hands-on, personalised support.



#### Company

Hungry Lion

#### Location

South Africa  
(with operations across Africa)

#### Industry

Quick Service Restaurant

#### Sage Products

Sage 300 People

#### About Hungry Lion

Hungry Lion is a fast-growing quick-service restaurant brand with deep roots in South Africa. Since opening its first store in 1997, the company has expanded to over 400 locations across six African countries and now employs nearly 9,000 people. While great food is at the center of what they do, Hungry Lion is equally focused on creating meaningful jobs and supporting the growth of the communities they serve.

# Sage



### **A tightly run operation behind every meal**

Hungry Lion may be known for its chicken and chips, but behind the scenes is a business driven by structure, scale, and systems. Every store runs according to precise operational standards, with tight coordination across logistics, staffing, and finance. This consistency has been key to managing growth without compromising quality or customer experience.

### **A people-first approach to quick service**

While the company serves thousands of meals a day, its bigger focus is on what happens behind the counter. Restaurants act as job creators and training hubs, helping young employees grow into leaders. By investing in internal development, Hungry Lion reduces turnover, strengthens its culture, and ensures every restaurant has skilled, motivated teams.

### **Aggressive growth, meaningful impact**

Hungry Lion continues to expand across Africa with over 400 restaurants already operating and a goal to reach 750 locations and 15,000 employees by 2026. Growth at this scale is guided by a clear mission: to create meaningful work that helps people build better lives. Every new restaurant brings opportunities for employment, skill development, and a renewed sense of purpose in the communities they serve.

### **Big business, startup mentality**

When Hungry Lion became fully independent in 2018, the team had to rebuild every core business function from the ground up while keeping operations running without disruption. Payroll was a top priority because thousands of employees still needed to be paid on time, even as internal systems were being restructured.

Sage 300 People offered exactly what the business needed: a flexible, easy-to-adopt solution that could be rolled out quickly and scale across multiple countries. That urgency shaped the way Hungry Lion continues to operate today, which is agile, focused, and equipped to act with speed and confidence.

### **Built on Sage from the ground up**

When Hungry Lion became fully independent, they needed a new way to manage people, payroll, and compliance across a fast-expanding footprint. Sage 300 People became the core system to support that rebuild, offering flexible tools that work across countries, job roles, and pay structures. With this foundation in place, the business gained a platform that scales as quickly as it grows.

### **One system for every country**

Each African country where Hungry Lion operates has unique tax laws, regulations, and payroll requirements. Sage 300 People makes it easy to create compliant payroll structures for each one and adjust quickly when conditions change. “We’re not dealing with one set of rules. We’re dealing with six,” says Raylene. “The system allows us to stay on top of every country without slowing anything down.” James adds, “That kind of flexibility is exactly why we rely on Sage. It works with the way they grow, not against it.”



“Your systems have to grow with you. Sage helps us stay agile and focused, even as we expand into new countries and open new stores.”

**Raylene Pitt**

Head of People, Hungry Lion

**Employee self-service at scale**

With thousands of employees and new hires joining regularly, manual admin was no longer sustainable. Through the mobile self-service features in Sage 300 People, employees can view payslips, submit leave requests, and manage rosters without relying on HR for every detail. “Employee self-service puts the power back in the hands of our people. They can access the information they need, when they need it, without having to go through layers of bureaucracy.” This improves transparency, saves time, and helps restaurant teams work more independently.

**Always-on support with P&H Solutions**

Sage 300 People gave Hungry Lion the structure and flexibility to support its rapid growth, but success also depends on strong, ongoing support. That’s where P&H Solutions comes in. Working closely with Hungry Lion, P&H Solutions helps to fine-tune the system, resolve issues quickly, and provide practical guidance across regions. “We are not a team that sets things up and walks away,” says James Cox. “We are involved, and we understand what is happening inside their business.” Together, the platform and the partnership ensure the business stays on track as it continues to expand.

**Technology that gives time back**

Hungry Lion has used Sage 300 People to take the repetitive tasks out of daily HR operations. With less time spent on admin, their teams can focus on growing the business and supporting the people behind it. “We want to give people work that means something,” says Raylene. “That’s what makes them stay. That’s what makes them proud.”



Sage

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