



# unveils new look in Cape Town

**BY ANELLE HAMILTON**

Woolworths recently unveiled its new look flagship Foodmarket store at Constantia Village in Cape Town. The refurbished store is also one of the first to feature Woolworths' new brand identity. The new look – actually a comprehensive new corporate signage system – will be rolled out across the business over time.

## Out with the old...

The store has been revamped and refreshed from top to bottom. It is lighter and brighter, with wider aisles and additional tills to make shopping more pleasurable. It also features a range of speciality 'shops within a shop' including a butchery, a fishmonger, a bakery and a cheese shop.

"We've really tried to put the 'market' back into Foodmarket," says Woolworths' divisional director of foods, Julian Novak. "Now customers will not only find all the fresh food they expect to find at Woolworths, they'll also be able to come to

us for specialist advice and service – as well as their favourite quality brands."

## The departments

At the butchery customers are able to buy the exact quantity they want of a wide range of cuts of quality beef and lamb – including free range beef. They can also place special orders and get advice about the best cuts to use, cooking methods, etc.

At the fish counter, customers can choose from pre-packed chilled fish, or have fish cut to order. They'll also have the assurance that the fish they buy conforms to Woolworths' 'Fishing for the Future' initiative and has been responsibly sourced, legally caught and has full traceability.

The cheese counter boasts a wide range of cheeses from around South Africa, as well as some imported cheeses. In keeping with the 'market' approach of the store, shoppers are welcome to ask for a taste before they buy.

The bakery department sells a large range of breads and pastries.

Size: **1374m<sup>2</sup>**

Till points: **15**

Staff: **120**

Customers can choose from a wide range of top quality wines, both local and imported, as well as all the ready-to-eat fare they're used to finding at the deli counter.

After a busy shopping trip, shoppers can relax and enjoy a cup of coffee at the café, which offers an extensive range of breakfasts, sandwiches, wraps, salads, smoothies, juices and sushi – all made fresh on the premises daily.

In accordance with the 'market' feel, the store opens at 7h30 Mondays to Saturdays.

Opposite page

The fresh produce department is one of the star performers in the store because of the large variety and quality on offer.

Right

Woolworths Constantia Village is one of the first stores to feature the new Woolworths brand identity.



Above

Customers can choose from a wide range of top quality wines, both local and imported.

Right

At the butchery, customers can place special orders and get advice about the best cuts to use.

Above left

At the fish counter, customers can choose from pre-packed chilled fish, or have fish cut to order.

Above right

The store has been refurbished and is lighter and brighter, with wider aisles to create a more relaxing shopping experience.

