

UMS expands into retail



The revamped store has become a landmark in the area.

Elite Food Town opens in Cape Flats

BY ANELLE HAMILTON

THE ELITE Wholesale group has been part of the Cape Flats community in the Western Cape for many years. The late Adam Allie Banderker established the first store in 1950 and his humble mannerisms have rubbed off on his four sons who carry on the tradition started by their father. The Elite brand has a strong presence and positive reputation in the Western Cape, with a loyal and supportive customer base.

The UMS/Elite partnership

Elite is a member of buying group UMS (Unitrade Management Services) and together they have embarked on a partnership that sees the Elite brand being added to the UMS Food Town brand in the

Strictly Halaal meat, polony and ready to eat meals are some of the store's biggest sellers.

Western Cape. Food Town is part of the UMS brand repertoire, but in the Western Cape, says UMS CEO Jad Pereira, the Elite brand is so strong that they decided to

brand the outlets 'Elite Food Town', starting with a newly fitted, revamped store in Klipfontein Road, Athlone.

UMS provides the Elite Wholesale group and Elite Food Town with bulk buying power, while a UMS customer relationship officer provides Elite with customer support. UMS also offers Elite, as one of its members, bulk deals, new product listings, special deals on a national merchandise level and regular promotional activity, both above and below the line. UMS has 144 member stores throughout South Africa and last year had a turnover of R2b.

A meeting place

Elite stores are renowned for being family stores where customers often meet up with old school friends and colleagues. People from all over Mitchell's Plain, Athlone, Woodstock, Cape Town and as far away as Paarl shop at the stores. They are also well known for their charity work, like the 7th Annual Disability Awareness Walk-a-Thon that was a huge success and raised a substantial amount for the community. Elite intends to continue its community-based charity work in the future.

Elite's origins

Elite Wholesalers was originally formed when Adam Banderker saw the demand from spaza stores and other shops needing to buy in bulk. They say that hard work, honesty, good customer relationships and social responsibility are the cornerstones upon which Elite Food Town is based.



Bold food displays



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