

Speciality grocery goes convenient

There's more at De Jonker Friendly Supermarket in Stellenbosch

BY STEPHEN MAISTER

THE DE Jonker Friendly Supermarket has more of what few other stores have. It's just bursting with organic, health, eco friendly and quality speciality products. In fact, one might call it a destination store in a convenience grocery package, tuned in to the needs of its high income Stellenbosch neighbourhoods of Mostertsdrift and Uniepark, which house a number of large corporate senior executives, CEOs, bankers, share traders and professors. And the store's speciality range is making it a destination shop for people even further afield.

Early beginnings

De Jonker Friendly is the brainchild of Cornel and Marina Lodewyks and their



The De Jonker Friendly Supermarket is situated in the high income Stellenbosch neighbourhood of Mostertsdrift.

partners Wynand and Serea Hendrickse. Cornel, who was a cost and management accountant at Parmalat, came to retailing through his wife's family's Friendly 7-Eleven on the Stellenbosch university campus.

The range

The store's range is as much a reflection of the local market as it is of Cornel and Marina's shared passion for food, health, organic and the environment. For example, the dominant product on the baby diaper



Wine tastings in the store attract customers and showcase new wines.

The Wine Emporium displays detailed information on the wines and the estates from where they come.





The Gelato ice cream bar offers customers delicious Italian ice cream which they can enjoy while they shop.

shelves is an imported, eco-friendly, biodegradable German disposable diaper. Meanwhile, organic products can be found throughout the store: in the fresh produce department, as part of the ready-to-eat meal range, hygiene products and baby food.

The 740m² gross and 500m² trading area is markedly different from most convenience stores. Firstly, a large portion of the business is dry grocery. Secondly, their pricing on basics is more supermarket orientated than convenience and Marina keeps up with the latest food trends as reflected in consumer magazines and seeks to supply the required ingredients. Thirdly, they focus significantly on daily fresh food

and vegetables. They work with a lot of unique, quality suppliers, packers and

Organic products can be found throughout the store.

farmers to supply a very different range for their customers. There's everything



Food-to-go is an important feature of the store. These pre-packed sushi meals are convenient and healthy.



Free-range poultry plays an important role in the butchery, which is supplied with ready packed products from an outside supplier.

from salmon, trout and sushi to organic goats milk formula and imported Italian cold meats, in addition to the many local specialists in cold meats and organic products. The result is a truly different look in the fridges and shelves.

Service departments

The butchery, which is supplied with ready packed products from an outside supplier, also focuses on free range poultry, while the bakery is staffed with two bakers that specialise in European and German-style breads.

Food-to-go is an important feature of the store's offer, which includes Asian, Mexican and Mediterranean specialities for the adventurous connoisseur. The meals are all prepared in-house by an accredited chef from the nearby Spier wine estate culinary school and are available as take-out, or plated for sit down in-store service that is particularly popular over the weekends. Completing their food service offer is their Gelato ice cream counter and Italian coffee bar. Their aim is to develop this side of the business into a complete coffee shop with waitresses, rather than the current pay, collect and sit arrangement.

Wine & liquor

The De Jonker Friendly is big on wine. It has a full liquor licence but wine is the



These imported eco-friendly, biodegradable German disposable diapers in the baby aisle attract the attention of mothers who care about the environment.

major focus. As part of their agreement when they obtained their liquor licence they do not stock cheaper wines and out of respect for the residents they term their liquor store a Wine Emporium. Their local range is very estate orientated and the wine display features detailed information on the estates and the different wines that are available. This is further supported by wine tastings, which they run on Wednesday, Friday and Saturday. The range is also strong in sparkling wine and includes lesser known but high-end French champagnes that enable their customers to offer something exclusive and different that is nonetheless still well priced.

The store also offers a good selection of imported liquor and beers.

The liquor trading hours are from 8am - 8pm on weekdays and 8am - 5pm on

FACT FILE:

De Jonker Friendly Supermarket

Date of store opening: 23 July 2008.

Store owners: Cornel and Marina Lodewyks and Wynand and Seria Hendrickse.

Size: Gross 740m², trading 500m².

Trading hours: Store 7am - 9pm, 7 days a week.

Wine Emporium: Weekdays 8am - 8pm, Saturday 8pm - 5pm, closed on Sunday.

Staff complement: 32 including 2 bakers and a chef.

SKUs: 5,000 +

Checkouts: 5 + 1 in the Wine Emporium.

Set up cost: R2,8m including all equipment, fixtures and fittings.

Saturday. In line with current legislation, the wine and liquor department is closed on

Sunday, but this could change with the new liquor laws coming into the Western Cape. ■



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