



Mugg & Bean enters forecourt market

Mugg & Bean launched its Grab & Go concept at the Total Service Station in Sandton Drive in Johannesburg.

Compiled by ANELLE HAMILTON

Mugg & Bean launched its Grab & Go concept at the Total service station in Sandton Drive in Johannesburg. The restaurant chain, now owned by Famous Brands, has signed an exclusive agreement with Total for the development and rollout of the Grab & Go concept restaurants at Total service stations across the country.

Sandton Drive is a pilot site and the concept will be further tweaked if need be before being rolled out to selected service stations across the Total network.

"Mugg & Bean has always been known for innovation and this new venture with Total is just another way of serving our customers and bringing the brand to the people. We are excited to be associated with Total and look forward to a long successful relationship with them," says Graeme Morrison, managing executive of Mugg & Bean franchising.

Mugg & Bean currently has eight Grab & Go outlets nationwide and it has proven to be popular with customers.

Kim Hockley, food service manager for Total South Africa, adds: "The joint venture is exciting as we have an exclusive offering for our Total sites, which can only increase consumer presence on both our forecourt and shops. The offering is also popular to the SA market which means we will be recognised by all passing trade – encouraging motorists to visit our stations even more for their favourite Grab & Go snack".



The Grab & Go concept provides coffee and simple, hand-held food fare for those in a hurry. It features a variety of 'on the go' snack items, including gourmet sandwiches, quiches, hot paninis, Danish pastries, croissants, bagels and Mugg & Bean's famous giant muffins.



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The Grab & Go concept provides coffee and simple, hand-held food fare for those in a hurry. It features a variety of 'on the go' snack items, including gourmet sandwiches, quiches, hot paninis, Danish pastries, croissants, bagels and more. Mugg & Bean's famous giant muffins are also available, as well as Mugg & Bean's 100% Arabica coffee.

Sasol expands its food offering in C-stores

Sasol has introduced My Delight to Sasol Delight convenience stores at its service stations. Customers will be able to purchase home-cooked food from a wider menu than is usually found in service station stores.

Customers typically have limited food and drink options in service stations, including crisps, chocolates and pies. At My Delight customers will now have extended options in their choice of drinks and food with a menu that includes dishes such as pap and vleis, lasagne or roasted vegetables. My Delight provides the convenience of healthy, well-priced cooked food to customers. The menu also offers customers the full range of premium quality of Chaywa coffees from caffe lattes to cappuccinos.

Since partnering with Chaywa, more than 100 000 cups of coffee are sold every month across 200 Sasol Delight convenience shops within the retail network. Often consumers go to service stations to fill up but are unable to pick a take-home cooked meal, but with the My Delight they will be able to do that too. My Delight is about meeting the needs of customers who are on the move and enjoy the 'take-home' experience, while having choice, quality and well-priced options.

Some Sasol forecourts are strategically positioned on major traffic and arterial routes that are often plagued by backed up traffic. Now travellers can take some time out in beautifully designed space where they can catch up on emails during rush hour traffic by using the free Internet access, while enjoying a cup of freshly made medium-roast coffee. And when they are ready to leave, they can purchase a well-cooked meal to enjoy later.

Sasol national convenience manager, Adolf Fourie, sums up My Delight as "giving the consumer a delightful time in a nice space within the service station environment."

Currently, six Sasol Delight shops boast the My Delight offering as part of a pilot project, which has proven to be highly successful for Sasol. My Delight will be rolled out through the Sasol Delight network in the next two years.

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