

Freshstop opens for business in Gauteng

Caltex and Fruit & Veg City bring their convenience store format to Roodepoort

BY ANELLE HAMILTON

The retail partnership between Caltex and Fruit & Veg City has taken another step forward with the opening of a Freshstop at Caltex Ruhamah in Roodepoort on 17 September.

The Freshstop at Caltex format was introduced in February this year to improve Caltex's existing StarMart stores with a fresh and modern convenience offer. Five of the new-format stores have already opened in the Western Cape. However, the



Freshstop opened for business at Caltex Ruhamah in Roodepoort recently.

Freshstop at Caltex Ruhamah is the first of these stores to open its doors in Gauteng.

These new outlets, located at selected Caltex service stations, feature a variety of departments and products that meet the ever-increasing, time conscious demands of consumers. The in-store signage of the Freshstop at Caltex stores has a quirky and light-hearted theme that plays with the motoring aspect of its location.

Freshstop at Caltex is a one-stop shop for fruit and vegetables, with an extensive

fresh produce section that is supplied and stocked by the Fruit & Veg City distribution network. Emphasis is placed on freshness, as can be seen with the salads, fruit salads and fresh dairy products such as milk and yoghurt on offer.

Customers are able to choose from a variety of freshly-baked breads and pastries from the bakery department, while a deli and meat section will offer them everything needed for that Saturday afternoon braai. The mince and boerewors almost sold out completely on opening day.

"What makes the offering at Caltex Ruhamah unique is the fact that we do scratch baking in our own bakery. Our speciality breads – poppy, sesame and Portugese to name a few – are very good sellers," says owner Dave Venter. The baker arrives on site at 0400 in the morning to make cakes, rolls, quiches and doughnuts. The site's freshly baked pies are also a major draw card and a special promotion where customers could buy three pies for R20 on opening day proved to be a hit. "We had to restock the warmer eight times. I am



The store has an extensive fresh produce section and its tomatoes, onions and potatoes flew off the shelves.



This pamphlet with specials boosted sales during the first days of operation.

The site's pies are very popular because of their good quality and the warmer had to be restocked eight times on opening day.



This Freshstop boasts its own bakery that does scratch baking from 0400 in the morning.

very meticulous with the pies I sell in my store. "They have to have nice fillings and be low in fat," he adds.

For those with limited time at their disposal, The Pitstop Café serves take-away dishes such as crispy fried chicken, pizza, and the popular breakfast bun, which, in contrast to its name, can be ordered anytime of the day.

The coffee counter boasts quick cappuccinos, espressos or just a regular cuppa Joe.

To further add to shoppers' convenience,

a grocery section will stock all the daily essentials, from cleaning products to crispy chips, canned goods and more.

"We've had a tremendous response so far and we have received many compliments from our customers. It was also nice to see so many new faces in the store," he adds.

The new Freshstop at Caltex Ruhamah will be trading 24 hours a day, seven days a week. The opening of a second Freshstop in Gauteng is planned for October at the Brightwater Commons in Randburg.



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