

South African corporate news



- **Fresh Stop**, the convenience store division of Food Lovers, has recently launched its 300th store in South Africa. The partnership with Chevron (Caltex) started 10 years ago and the group believes that there is potential for a further 100 stores.

- **Pick n Pay** has recognised the contribution of small producers of local products by creating a 'Meet the Maker' section, as a trial in some of their stores. In this space, local supplier product ranges are on display and the consumer can choose to 'buy local'. Customers will be able to read about each entrepreneur behind the respective brands being showcased in a leaflet made available in-store. Pick n Pay's Enterprise Development Programme was started in 2010 and now supports over 100 local entrepreneurs outlets with their products.

- **Verigreen**, a plastic manufacturing and recycling company, has been awarded a multimillion-rand contract to supply 25 different products under the Shoprite Group's Ritebrand and Housebrand labels. Owned by husband and wife team Mike and Thina Maziya and established in 2001, Verigreen has been manufacturing a range of drawstring refuse bags since 2012 and has expanded its range to include cooking, baking, freezing and food protection products.

A unique feature of their products is that the raw material is provided by a group of Supa Mamas, which is also the name of their flagship brand available in Shoprite and Checkers supermarkets nationally. The Supa Mamas annually supply Verigreen with 360 tons of clean plastic waste, which is then recycled to manufacture their refuse bag products.

- Two SA retailers, **Supersave Food Town Hyper** in Pietermaritzburg and **Take n Pay Food Town Hyper** in Chatsworth, were recognised at the 2019 IGA International Retailers of the Year awards, scooping the title of International Retailer of the Year (South Africa). The awards – held in San Diego, California last month – acknowledge retail excellence based on a selection of globally recognised criteria, including outstanding housekeeping, first-rate service levels, high standards of service departments, consistent pricing and community involvement. The event saw nominees from all over the world come together to celebrate independent retailing.

- **Massmart** announced their annual results to December 2018 and although sales were up by 2,9% (reaching R91 billion) the trading profit was down to R2,1 billion, a 16,8% drop on the previous year. The local stressful

trading conditions played a big role in the final results, but the depreciation of various African currencies vs. the US dollar had a large effect on their earnings. Angola was the biggest culprit with an 85% depreciation of the Kwanza.

- **Shoprite** also announced their annual results. The picture is not as good as in the past, as the group has not only encountered tough trading conditions in South Africa, but also its business outside our borders has had major challenges, such as the depreciation of the local currencies vs. the US dollar. Although sales for the last 6 months showed no growth for the period (R 75,8 billion), the trading profit of R3,3 billion was down 19% compared to the same period last year. A prolonged strike at its Centurion DC and a delayed implementation of its SAP system were also factors that affected the results. **SR**



At aQuellé, joy has a new look

In celebration of 20 years, aQuellé has refreshed their logo and packaging. The new labels are making a splash in stores across South Africa and consumers can enjoy the taste they have learned to love, now with a refreshed new look.

The aQuellé range includes Still Natural Spring Water is available in 500ml, 750ml, 1.5L and 5L bottles and Sparkling Natural Spring Water in 500ml and 1.5L.

With 10 authentic Flavoured Sparkling Drinks, including the recent addition of three flavours from our Limited Edition competition – Watermelon, Granadilla and Apple – there is a flavour to suit every taste and lifestyle.

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