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Business knowledge for smart retailers
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Poultry

How to get your slice
of the (chicken) pie

Cheers!

Alcoholic beverages
on the comeback trail

HMR ... Mealtimes
now fresher, healthier,
more convenient &
always affordable



Image: Dario Fernandez Ruz, Pexels



Poultry... Get your slice of the chicken pie

South African consumers are having to adjust their buying habits to make already stretched budgets work even harder. Chicken consumption is more than

double the beef consumption and more than four times 9kg of egg consumption in South Africa. Chicken remains a firm favourite, with no sign of consumption abating.

Alcoholic beverages on the comeback trail

Photo: courtesy of Getty Images



Despite many losses – of stock, jobs, traders, small businesses, and of course revenue – the Alcoholic Beverages

industry has proven remarkably resilient. According to Euromonitor International, “The South African Alcoholic Beverages industry witnessed a notable upturn in 2021, where total volumes returned to just below pre-pandemic levels, while total value sales fully recovered.

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Image courtesy of Food Lover's Market

HMR ... Fresher, healthier, more convenient

One of the fastest growing departments of South Africa's largest privately owned supermarket group, Food Lover's Market, is the Home Meal Replacement (HMR) offering. HMR are fully, or partially, prepared foods that solve fast-growing consumer needs – such as a lack of time, lack of skill, or lack of desire to prepare food.

COLUMNS



Image courtesy of Gucci

Delight your customers

Aki Kalliatakis talks about the Zeigarnik Effect which goes something like this ... People don't like the tension created by incomplete tasks, which is why we remember them better or take action to complete them.



Image courtesy of www.kaspersky.co.za

NEWS

Using Facebook ads to boost sales

With over 30 million users, Facebook is the most used social media in South Africa. 80% of them visit Facebook daily and 56% say that their purchases are influenced by social media. Therefore, advertising your store and your specials on Facebook is one of the most efficient ways to grow your customer number and your sales.

Promotions create false sense of security



Image courtesy of Firmbee, Unsplash

The latest NielsenIQ State of the Retail Nation report has found that shoppers have halved the number of times they go grocery shopping in a month compared to their shopping behaviour before the onset of the Covid-19 pandemic (2019 vs. 2022).



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South Africa, ahead of the curve



Helen Maister

Some of South Africa's most famous inventions have been the CAT scan, the first human heart transplant by Dr Chris Barnard, the Kreepy Krauly, oil from coal (SASOL) technology and other brilliant exports like Elon Musk.

It's been a long time since SA was ahead of the curve, but we have adjusted to

loadshedding since 2007. Our knowledge can help our retailer compatriots in the EU with the impending energy crisis as the war in Ukraine/Russia wreaks havoc with gas supplies. Russia has cut 88% of its gas supplies to the EU. This will bring loadshedding to the EU this winter as demand increases.

That was the positive spin on this the energy crisis we face. Now for the reality – no electricity, no water and no chicken.

Poultry is balancing precariously on a double-edged sword

As some food prices soar, South African consumers are having to adjust their buying habits to make already stretched budgets work even harder. Poultry – more

specifically chicken – offers a more affordable option than red meat such as beef. Although pork saw similar increases to poultry in the 2nd quarter of 2022, many South Africans do not eat pork, due to religious or other reasons, making chicken by far the meat protein of choice in this country. Despite year-on-year price increases of around 10% over the past ten years – due to price, versatility, health, or other reasons – South African consumers continue to purchase chicken over red meat.

However, with the opportunities presented by chicken, the other side of the poultry coin is that the South African poultry industry is under significant strain, writes Anne Baker-Keulemans in her in-depth article this month.

All this could drive you to drink and Saffas like to have a dop

Alcoholic Beverages in South Africa suffered a massive blow in 2020, with lockdown legislation effectively shutting down production and sales. However, despite many losses – of stock, jobs, traders, small businesses, and of course revenue – the industry has proven remarkably resilient. South Africans, it seems, quite enjoy a dop.

According to Euromonitor International, "The South African Alcoholic Beverages industry witnessed a notable

upturn in 2021, where total volumes returned to just below pre-pandemic levels, while total value sales fully recovered.

Another department that has seen improvement since Covid restrictions have been lifted is HMR

One of the fastest growing departments of South Africa's largest privately owned supermarket group, Food Lover's Market, is the Home Meal Replacement (HMR) offering. HMR is fully, or partially, prepared foods that solve fast-growing consumer needs – such as a lack of time, lack of skill, or lack of desire to prepare food.

Restrictions, due to the Covid-19 pandemic, saw Food Lover's Market experiencing a decline in the need for HMR during 2020 and part of 2021 but, with the restrictions now lifted and more people returning to the office, HMR sales have picked up as consumers are once again becoming more time deficient.

Helen Maister

Helen Maister



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Testing



Why is nutritional analysis in food important for businesses?

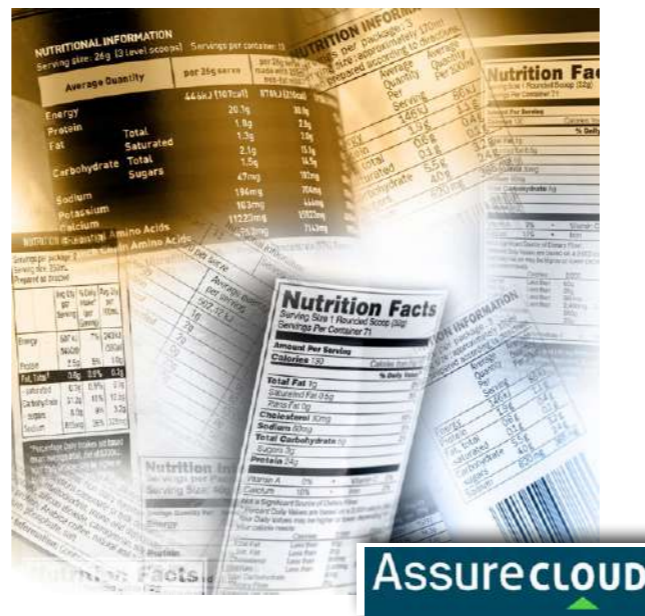
Food labels and comprehensive information about what each product contains has gained importance in recent years, as consumers have begun looking for more information about their food.

Through nutritional analysis, brands are able to give consumers detailed information – and, by having clear and comprehensive food label content on food, brands are able to build consumer trust and a positive brand reputation for transparency.

What is nutritional analysis in food, and what elements are measured?

Nutritional analysis in food is the process of assessing the nutritional content of food. As a vital part of analytical chemistry, it provides a range of information that is used by the business to inform consumers about the composition of the food.

This information includes the nutrients that are commonly used for food labelling purposes – such as energy, protein, carbohydrate and total fat; as well as other micronutrients such as salt and sugar. Nutritional analysis of food is a complex matrix that involves several techniques used to perform nutritional analysis in food, including laboratory analysis, mass spectrometry, and nutrient analysis instrumentation, among others. The overall analysis also tests for contamination of the food, and identifies allergens.



What foods are analysed, and why is nutritional analysis in food important?

Any food product that will be used for consumption – including beverages, meat, sauces, dairy, fruits, and infant food – needs to undergo nutritional analysis. It is important for several reasons, including ...

- Product consistency across geographies and batches
- Better quality assurance of the product
- Identifying contamination and allergens
- Assisting consumers in making product choices based on the nutritional analysis and composition
- Adhering to the laws related to food composition

Nutritional analysis in food: increasingly important for businesses

In order to adhere to the laws that govern food safety, businesses are increasingly required to test foods extensively. Partnering with an expert with state-of-the-art chemical laboratories – such as Assurecloud – will ensure that your testing is done efficiently and effectively ensuring that the information shared with consumers is accurate. **SR**



“By having clear and comprehensive food label content on food, brands are able to build consumer trust and a positive brand reputation for transparency.”

Image courtesy of Pixabay, Pexels.



Unfinished business drives us crazy

Aki Kalliatakis

aki@leadershiplaunchpad.co.za

It's a familiar feeling. You're watching a movie or a series on TV. You are tired and way past bedtime, but ... you just can't seem to quit.

The talented writer creates a series of awe-inspiring cliff hangers that keep you hooked in, and then you simply have to watch some more.

Here's another example: What happens when you are driving down the road and you see some traffic lights in the distance? If you are like most of us – particularly if you are a man – you probably accelerate to make sure that you make it before it goes red. Is it the cleverest thing to do? Of course not in fact it is really very risky behaviour.



Zhenya Bluma
Zeigarnik

Why do we do this? It's called the Zeigarnik Effect and goes something like this ...

“ People don't like the tension created by incomplete tasks. That's why we remember them better or take action to complete them. ”



Image courtesy of Gucci

By a pure stroke of luck, I happened to pop into a large hyper store of a grocery chain that sells, not only groceries, but also many other products like lawnmowers, electronics and apparel.

I saw a really cheap version of the shoes I was looking for, but made in South Africa – an added bonus. They were literally 15% of the price

of the branded shoes,

so I bought two pairs!

If I come into your store with a list, and I don't get everything on my list (inevitably), it leaves me with a feeling of dissatisfaction). Of course, rationally, logically, I know it's impossible to have everything in stock but, you see, I'm neither rational nor logical.

Here's a recent example: As I get older, comfortable (boring) shoes are far more important than a fashion statement, so I went to buy a famous brand of expensive soft shoes at the branded store. They didn't have what I was looking for, but the staff response was at best, indifferent. Slightly irritated, I asked if they could look on the computer, and it was as if I'd suggested they plan an expedition to climb Kilimanjaro. The final answer? No, we can't help.

On the other hand, what if you make it easy for me to discuss my dilemma of the missing items with you, and then have a system to respond to that through delivery to my home or office, or a simple phone call or text message to let me know when it's available. I can tell you without any hesitation that the businesses that do this have my greatest support. My pharmacist who runs out of my medicine gets delivery from the supplier the same day, and then by 17h00 the motorbike rider delivers.

The place where I occasionally buy clothes and apparel sometimes doesn't have my size, but they phone around to the other branches, see who has it in stock, and then get my details to deliver it to me.



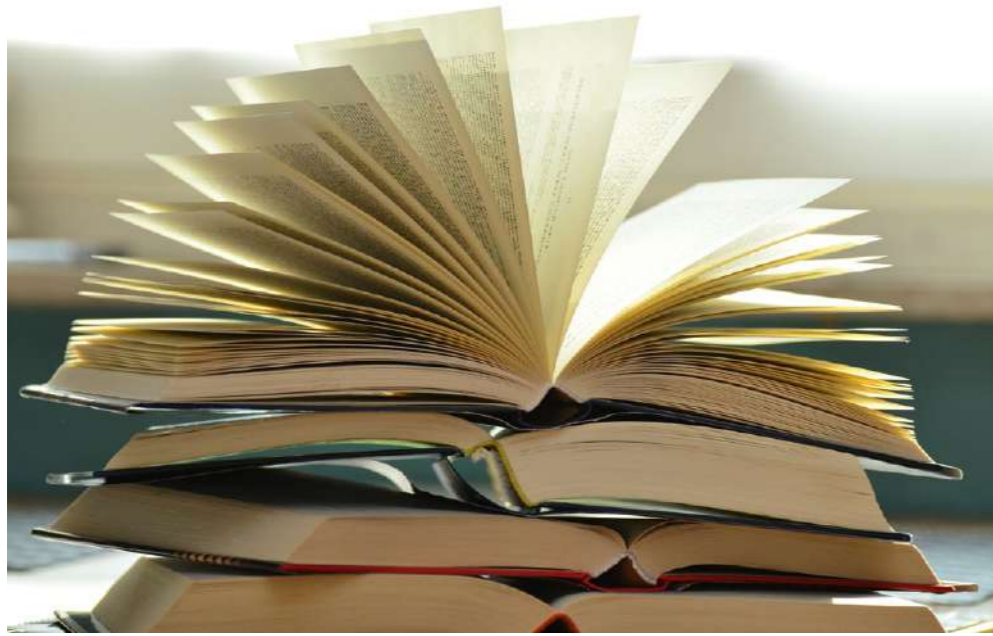


Image courtesy of Pixabay, Pexels

A final example: I love books, and the feel and smell of books. Although my Kindle and Amazon are usually my go-to for buying business books, fiction simply has to be on paper to be enjoyed, so I popped into my favourite bookseller, but they didn't have what I was looking for. Without prompting, the sales person went onto the computer, told me there were a few copies at other branches, but then offered me something I've never experienced before.

"Where do you live and work?" she asked. I told her, and she said, "Well, your home is near where I live. Would you like me to bring it to you on my way home tomorrow?" I got such a surprise I nearly had a heart attack. There and then I vowed to write the head office a letter – which they loved because more often than not they get complaints – and I promised myself I would support them forever.

But here is where it gets better for you. All the previous examples I mentioned were in response to

your customers' needs, but the Zeigarnik Effect is a principle that can be applied to any product or service that wants to help people complete harder tasks. It's used by social media, for example, when your profile is incomplete. The algorithm tells you that there are some gaps or empty spaces, and you need little encouragement to complete your professional profile. On LinkedIn, you are even ranked by your completeness with the lowest rank being 'Beginner', and then you move to 'Intermediate'

by completing two simple steps. You know exactly what you need to do next to reach completion.

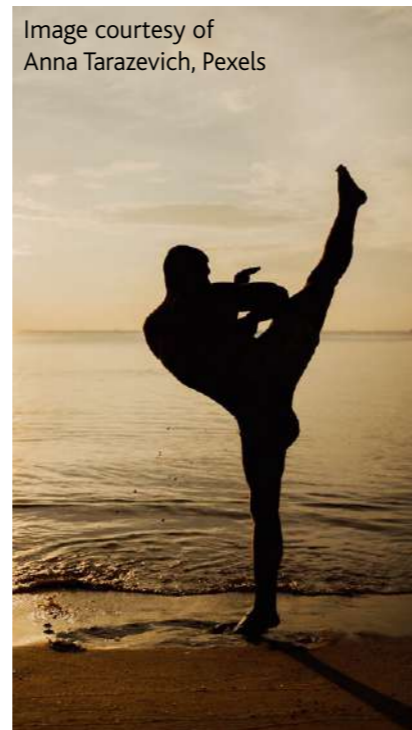


Image courtesy of Anna Tarazevich, Pexels

We see it in the martial arts too: you begin as a white belt and then progress every three months or so to the next level until eventually you become a black belt. Even then it doesn't end, because the first level black belt, or 'Sho-Dan', is followed by 'Ni-Dan' (2nd level), then 'San-Dan' and so on.

I've also noticed that this technique is very successfully used by some online retailers like Amazon, for example, at the checkout point.

Many don't use this technique, and the cart abandonment rates are generally much higher than their rivals. (As a minor negative, you probably find that you get caught up going down multiple rabbit holes in your research to find the perfect product for you, and hours later you may finally complete your transaction!)

But with a few isolated exceptions, bricks-and-mortar retailers have not been very successful at using this effect. While the 'cart abandonment' rates in your store are probably not nearly as high as those online, that is probably not because your customers want completion, but more because of their sunk costs. They are time hostages, and to abandon their transaction right now means they have wasted a whole lot of their time and energy – and you can be sure that they leave your business resentful about that.

The biggest weakness? I would suggest that it is because the final step, the long and complicated checkout process, is the area where most improvement can occur. Where is the finish line in the store? How many steps to complete the transaction? How long will it take? Sure, they can watch and maybe even time the queue's progress, but there is never real certainty or guarantee, is there?

And therein lies your opportunity. **SR**



Aki Kalliatakis is the managing partner of The Leadership LaunchPad, a company dedicated to helping clients become more customer driven. He can be contacted at +27 (0) 83 379 3466, or via the website at www.leadershiplaunchpad.co.za

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How to get your slice of the (chicken) pie in trying times

As some food prices soar, South African consumers are having to adjust their buying habits to make already stretched budgets work even harder. Poultry – more specifically chicken – offers a more affordable option than red meat such as beef.

Although pork saw similar increases to poultry in the 2nd quarter of 2022, many South Africans do not eat pork, due to religious or other reasons, making chicken by far the meat protein of choice in this country. Despite year-on-year price increases of around 10% over the past ten years – due to price, versatility, health, or other reasons – South African consumers continue to purchase chicken over red meat.

The average per capita consumption of chicken in South Africa in Q2 2022 was 39.68 kg, while beef consumption was 17.4 kg, pork was 5.4 kg and sheep, lamb and goat meat consumption were 5.4 kg in the same period.

Chicken consumption is more than double the beef consumption and more than four times 9kg of egg consumption in South Africa. Chicken remains a firm favourite, with no sign of consumption abating.



Image courtesy of Priscilla du Preez, Unsplash

A challenging time for the poultry industry

However, with the opportunities presented by chicken, the other side of the poultry coin is that the South African poultry industry is under significant strain. Izaak Breitenbach, GM of the South African Poultry Association Broiler Organisation, says ...

“Rising food prices in South Africa (and globally) are being driven by global fundamentals in the soft commodity markets – most notably high Brent crude oil prices, demand for corn for ethanol production in the US, global weather phenomena, global supply and demand dynamics, and more importantly, Russia’s war in Ukraine that has led to lower levels of production in Ukraine and the resulting inability of that country to properly export their crops, negatively impacting global coarse grain prices.”

In addition to increased input costs, local producers have been dealing with intense challenges of their own, with 145 outbreaks of avian flu over the span of a year and 13 new outbreaks reported in the first three months of 2022.

According to Business Insider, a highly infectious strain of avian influenza first hit a commercial farm in the east of Joburg in April 2021. To date, the industry has culled 3.7 million hens, mainly in the egg industry. Covid-19 also impacted the sector as exports were halted. Now, as the



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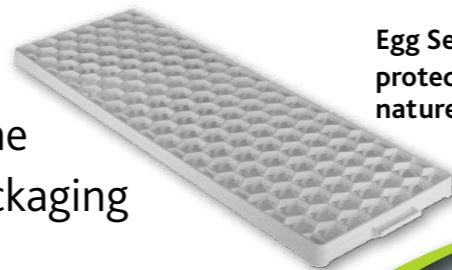


A fresh modern approach to plastic packaging

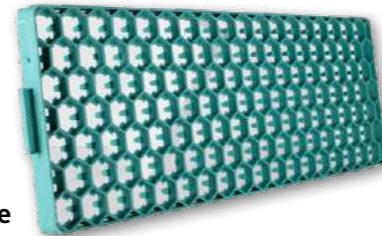
mpact has an array of multi-trip, re-usable containers that constitute the largest range of Returnable Transit Packaging (RTP) systems in South Africa.

All products fall into one of five basic categories...

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- Jumbo bins
- Agriculture
- Retail.



Egg Setter Trays protect the fragile nature of eggs



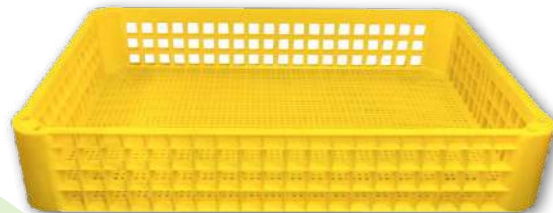
Hatching Crate Designed for the comfortable hatching of chicks



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Easi Tray Used to safely transport live birds from broiler farms to abattoirs



Poultry Freezer Crate Suitable for poultry blast freezing



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plastic containers

The company has its own recycling facility where end-of-life plastic containers are recycled to create new plastic containers. In the past five years, the company has diverted more than 24 000 tons of plastic away from landfill.

Mpact Plastic Containers (MPC) forms part of Mpact Operations and is the leading supplier of plastic containers in the southern African market. There are three manufacturing plants ... Atlantis: Western Cape, Brits: North West Province, Castlevue: Gauteng. Both Brits and Atlantis plants host a 5500T Engel Duo machine, which is the largest of its kind in the southern hemisphere.

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The 220 mm high Easi Tray is stacked 5 layers high during transit ...

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industry is attempting to recover, there is increasing financial pressure from rising input costs, particularly feed, transport, electricity, and labour. Load shedding has had a harmful effect on almost every industry in the country – and the poultry sector is no different. The cost of feeding and raising a bird to sell is becoming too much to bear for many small farmers and producers. “It’s putting strain on smaller producers,” says Joandra Cloete, Director, Our Poultry Place Farm. Desperate times are pushing farmers into making desperate choices. “At times it has even forced the small producers to quit their projects. Others try to mix their own feed, but it just results in huge death tolls of their chickens,” Cloete says. (Business Insider, 03 August 2022).

In addition, according to Euromonitor International, “Growing awareness of animal welfare might hamper future growth” within the local sector. South Africans, it seems, are becoming more aware of animal welfare and sustainability. Retailers also need to take this into account when sourcing poultry and related products.

A chicken dumping crisis in South Africa?

Chicken dumping is the practice of bringing cheap chicken imports into certain markets. It was reported that South Africa had been flooded with dumped chicken imports for many years up to 2018, when import tariffs started being introduced. The International Trade Administration Commission (ITAC) investigated, and it was determined that Brazil, Spain, Poland, Ireland, and Denmark had been dumping chicken in SACU (Southern African Customs Union) countries at below the cost of production, causing ‘material injury’ to local chicken producers (Engineering News, 01 August 2022).

Chef’s tips for cooking chicken

Courtesy of Astral Chicken



Visual with thanks from www.astralchicken.com

Chefs’ Tip #1

How to stop chicken breasts from drying out

- Roast the chicken breast-side down for two thirds of the cooking time. This allows all the juices to run down into the breast meat, keeping it moist. Once you’re ready to crisp the skin, carefully turn the chicken breast-side up and roast until golden.
- Roasting the chicken at a lower heat for longer will also help to retain moisture.
- Check the temperature using a cooking thermometer. Chicken is cooked perfectly when the thickest part of the meat reaches around 75°C. If it is cooked past this temperature, you will end up with tough, dry meat. To prevent this from happening, remove the chicken from the oven before it reaches 75°C and let it rest. The chicken will continue to cook while resting, without drying out.

Chef’s Tip #2

The best way to slice and dice chicken breasts

- The way chicken is cut will affect how it cooks. To cut slices, hold the chicken breast in your non-dominant hand and curl your fingertips under your knuckles. Use long, even strokes to slice the chicken breast diagonally into one-centimetre strips. Halve each strip lengthwise into longer, thinner strips. Cutting the meat diagonally across the fibres helps keep it tender.
- Avoid accidentally slicing your fingers by placing it in the freezer for approximately 15 minutes. This technique will make the meat firmer, making it easier and safer to cut.
- When it comes to dicing, start by slicing the breast into wide strips. Slice each strip, one at a time lengthwise into thinner strips and then cut across into dice-shaped pieces. Aim for same size pieces for cooking consistency.

https://www.astralchicken.com/chefs_tips/



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Visual courtesy of Salmat



In an about face on the anti-dumping tariffs implemented as part of the Poultry Sector Masterplan, Minister Ebrahim Patel of the DTIC (Department of Trade, Industry and Competition) ...

“ ... announced the suspension of anti-dumping duties against Brazil, Denmark, Ireland, Poland, and Spain, for a period of 12 months. Ostensibly, this was to help combat the rising cost of chicken and ensure that severely cash-strapped South Africans, over half of whom exist below the poverty line, retained access to an affordable protein source. ”

The South African Poultry Association (SAPA), however, argues that there is no evidence that these ‘low prices’ are passed on to the consumer.



Chicken recipe for your deli

Courtesy of Sovereign Foods



Product
Country Range
Crumbed Strips

Visual with thanks from <https://sovereignfoods.co.za>

Crispy Chicken Salad with Tangy Amasi Dressing

This recipe serves 4, but you can supersize it for your deli

<https://sovereignfoods.co.za/sovereign-recipes/crispy-chicken-salad-with-tangy-amasi-dressing/>

INGREDIENTS

Dressing

- 1 cup Amasi
- 2 tbsp fresh lemon juice
- ½ cup mayonnaise
- 2 tbsp chopped chives
- ½ tsp sugar
- 1 tsp salt
- ¼ tsp black pepper

Salad

- Country Range Crumbed Chicken Strips, fried until golden, and seasoned
- 2 heads baby Gem lettuce
- 1 medium sized cucumber, cut into ribbons
- 100g sugar snap peas, sliced
- 50g red onion, thinly sliced
- Fresh parsley to garnish

METHOD

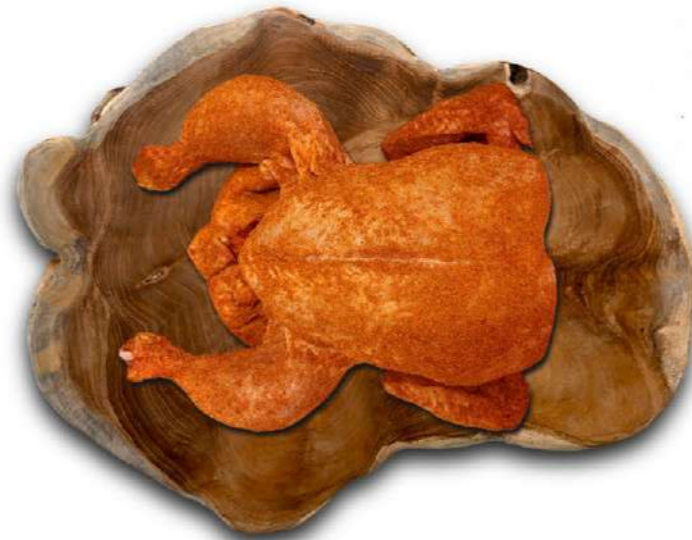
Place the dressing ingredients into a jar, close and shake well. Arrange the salad items on a platter. Top with crispy chicken. Drizzle liberally with the dressing. Leftover dressing can be stored refrigerated in an airtight container for up to two weeks.

<https://sovereignfoods.co.za/wp-content/uploads/2022/06/DSC02610.jpg>



Sterkfontein Poultry

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Ready to Grill Chicken:
BBQ Sprinkle



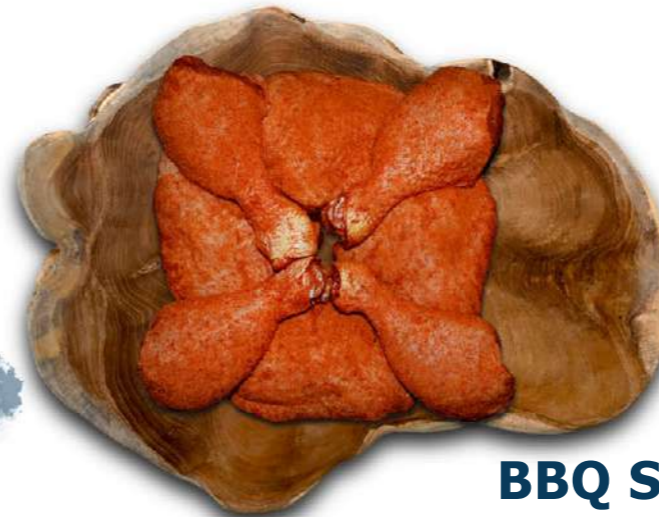
Leg Quarters:
Available plain or spiced



Fillets:
Available plain or spiced



Mexican Drumettes:
Mexican Sprinkle



BBQ Star Pack:
BBQ Sprinkle

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In their statement on the suspension of tariffs, SAPA states ...

“A healthy sustainable poultry industry is what South Africa needs; one that grows, creates jobs, invests locally, and pays its taxes on profits generated. The country cannot import its requirement for protein.”

“The local industry is currently subsidising poultry selling prices, as the inability to fully recover record high feed input costs, and fuel and energy costs, erode margins in a market characterised by record levels of unemployment and dwindling disposable income. One of the primary objectives of the Poultry Sector Masterplan was to increase the level of locally produced chicken in consumption figures and reduce the level of poultry imports to an acceptable level. To date, the industry has invested R1.5 billion in expanding local processing capacity in support of the Masterplan.

“This investment in South Africa’s Agri-processing sector has seen the industry create more than 1 500 new jobs in support of the local economy. Emerging farmers have spent more than R600 million to build new farms to support the increase in capacity, at a time when input costs are against the industry on the back of global macro-economic issues. Unfortunately, not all the available new capacity has been filled with chicken volumes, and the suspension on the implementation of the anti-dumping duty now threatens the industry as capacity will stand idle.”



Deli chicken favourites

- Hot Rotisserie Whole Chicken
- Sliced Chicken Breasts with Basil and Mozzarella
- Chicken Soup
- Chicken Mayo Sandwiches
- Chicken Cordon Bleu
- Parmesan Stuffed Chicken Breasts
- Chicken Salad Sandwich
- Toasted Chicken and Mayonnaise Sandwich
- Chicken Pies
- Chicken strips and nuggets
- Chicken Salad
- Chicken Quarters
- BBQ Chicken

Image courtesy of Vanessa Loring, Pexels

Retailers respond to a constrained market

In the long run, all that retailers can really do is ensure that they support local farmers wherever possible – this will cost more on the medium term, but a stable poultry industry is imperative for food security in South Africa. As NielsenIQ noted in their latest report, consumers are looking for deals that affect their overall basket spend, bearing in mind they are less willing to travel around for different promotions. Consistently good pricing coupled with

great deals on fresh or frozen chicken on a regular basis will keep your customers coming back. Perhaps chicken becomes almost a loss leader, bringing in shoppers who you know will fill their trolleys with their weekly or monthly grocery shop, with cross-merchandising and chicken recipe ideas to encourage the purchase of related products.

Catering for your target market

Retailers need to have a clear and immediate understanding of their consumer demographics in order to monitor buyer behaviour and changing consumer needs and respond accordingly. South Africans are known for using the whole bird, and cash-strapped consumers have turned to traditionally cheaper parts of the bird in order to meet their protein needs. This means the daily analysis of sales data, proper category management, and letting shoppers know through targeted advertising about deals, promotions, and price changes. **SR**

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Ann Baker-Keulemans writes on topics related to business, lifestyle, technology, and health, with extensive knowledge on the SA retail and wholesale landscape. Contact annbk@wilkinsross.co.za | www.wilkinsrossglobal.com

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CASE CLOSED

Energy Saving Solutions

Glacier Door Systems has introduced the Air Shield ('Close the Case') Glass Door retrofit solution for refrigerated supermarket display cases, as well as the Eco Leaf Replacement Glass Door for existing glass door freezer rooms and glass door freezer display cabinets. Both solutions guarantee energy-savings in an ever-increasing energy cost environment. Part of the well-established Universal Industries Group, Glacier has 26 years' experience and are acknowledged industry leaders in refrigeration door technology. Innovative and forward-thinking, the company is built on cutting-edge technology, technical expertise and a customer-centric approach.

Air Shield Glass Doors

Features and Benefits

- Double glazed glass doors with Argon gas fill for superior insulation.
- Glass durability and clarity with torsion bar for positive closing.
- Glass door heating option for high humidity environments.
- Glass doors available with hold open brackets and LED lighting options.
- Flex modelling means glass panels are customised to fit existing cabinets and are tailored to suit each store's specific environment.

A quick and easy energy-saving retrofit solution, Air Shield Glass Doors can be fitted to any existing open refrigeration case, saving up to 40% on energy consumption.



Note: The value proposal is based on R1.31 per kWh and 40% energy saving. These are averages based on our experience and can be validated per store.

The value benefit

- High-quality locally manufactured solutions featuring the latest energy-saving technology.
- Demonstrated good pay back periods can be expected.
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- ISO 9001 accredited factory.
- Safety toughened glass in accordance with SABS/SANS certification.
- Flexible installation timing to offset any customer disruption.
- Financing options available.

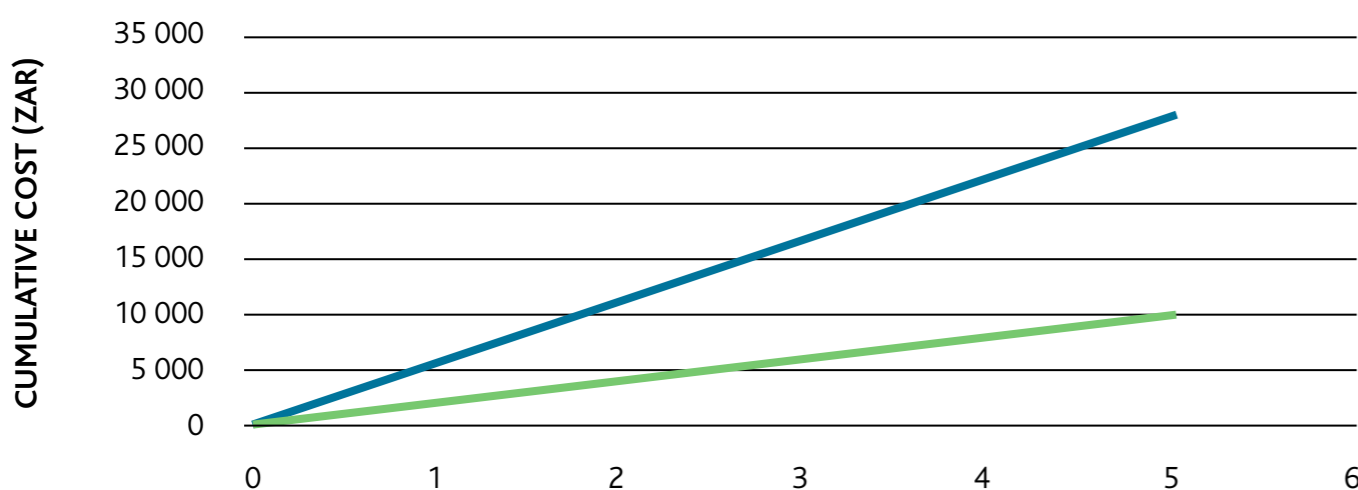
You can trust a Glacier door



Eco Leaf Freezer Doors

Designed as a 'swop-out', energy-saving replacement glass door utilising 220V technology that eliminates the need for voltage-reducing capacitors. This results in an amperage reduction from 1.29A on the standard door to 0.46A (64%) with the replacement Eco Leaf Door.

The Eco Leaf door is 64% more efficient than the standard door. The value proposal is based on R1.31 per kWh and 64% energy saving. These are averages based on our experience and can be validated per store.



	AMPS	VOLTS	WATTS
Glacier Eco Leaf Door	0,46	230	105.8
Glacier Standard Door	1,29	230	296.7

Cheers!

Alcoholic beverages on the comeback trail

Alcoholic Beverages in South Africa suffered a massive blow in 2020, with lockdown legislation effectively shutting down production and sales. However, despite many losses – of stock, jobs, traders, small businesses, and of course revenue – the industry has proven remarkably resilient. South Africans, it seems, quite enjoy a dop. According to Euromonitor International, “The South African Alcoholic Beverages industry witnessed a notable upturn in 2021, where total volumes returned to just below pre-pandemic levels, while total value sales fully recovered.

Such a strong performance was based on several factors, says Euromonitor. An increase in online sales, the resumption of in-store promotions and discounts, and a return to pre-pandemic shopping habits are indicative of an industry that has proven to be surprisingly agile and tough when it comes to the challenges of the South African market. The South African wine industry is almost back to pre-covid sales, while gin and cognac are seeing growth driven by a growing middle class with disposable income and a desire to be seen enjoying the finer things in life. Gin is the new darling of South African alcohol consumers – in an article in Business Insider Pick n Pay said its gin sales exceeded those of vodka and brandy, growing “more than three times faster than all its other liquor types over the past two years.”



Visual courtesy of Pexels

Alcoholic beverages category: current landscape

Ged Nooy, MD of NielsenIQ South Africa, explains that it is important to note that while we talk of the ‘recovery’ and ‘growth’ of the Alcoholic Beverages

category, there can be no like-for-like comparison between post-pandemic numbers and the years affected by lockdown. However, the category has seen growth post-lockdown. While gin has seen impressive growth compared to 2019, with NielsenIQ reporting that sales in township areas have doubled, demand has centred around historic big-name brands such as Gordon’s and Old Buck. In comparison ...

“... sales of premium and craft gins have slowed. Craft gin is expected to follow a similar trajectory to that of craft beer, as the market becomes saturated and only a certain number of producers remain sustainable. This said, there is a strong market for craft gins in the middle- and higher-income consumer segments, as well as ‘gin tourism’ – where visitors flock to local craft gin distilleries to try and buy the products.”

Meanwhile, NielsenIQ stats prove that South Africa is indeed a beer-drinking nation, with beer firmly in first place for both volume and value, and sales of R24 billion for the 12-months to August 2022. Beer remains the most successful sub-category in South Africa, with





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all market leaders reporting growth. According to The Heineken Company, which recently had its proposed takeover of South African producer Distell approved, their international and local premium brands achieved good results, particularly in Nigeria, South Africa, Russia, Ivory Coast, and Rwanda.

Heineken beer growth was fuelled in part by recovery in South Africa, while Amstel also grew, thanks to its strong performance in South Africa.

Distell reported that they continued to have the “biggest market share of RTDs (including ciders and FABs) in the country, despite category growth being hampered by supply chain challenges driven by glass.”

Their most recent report says, “Consumer demand for popular brands Savanna, Hunter’s, Bernini, and Extreme gained momentum driven by strong brand equity, unisex appeal, relevant pack price formats and powerful brand purpose.”

They also saw double-digit volume growth in the vodka, gin, liqueur, and whisky sub-categories, while the launch of Amarula Coffee was “solid despite some supply constraints.”

In their most recent report, AB InBev noted, “The premium, super premium, and Beyond Beer portfolios led our growth this quarter, all delivering a double-digit revenue increase. Our leading core brands delivered continued revenue growth. Driven by BEES, [an e-commerce and SaaS company set up by AB InBev to bring a digital platform to small- and medium-size retailers], digital channels now represent 91% of our revenues.”



Visual courtesy of Yevgen Buzuk, Pexels

According to Engineering News, Distell reported a 36.7% increase in annual profit on 25 August 2022, with consumers buying more wine, ciders, and spirits despite cost of living pressures – but said rising costs were weighing on margins.

Online shopping drives retail sales

Online sales exploded during the pandemic, retailers took note, and almost overnight the pattern of consumer behaviour was changed. E-commerce has had a significant effect on off-trade sales, prompting all major retailers to invest in online platforms. Increasing economic hardships, however, are disrupting consumer buying habits once again,

as many South Africans are forced to consider price more carefully. Specials, sales, bargains, and less-expensive brands are a focus for a significant portion of consumers. Promotions fell away during the pandemic, but big brands that are engaging in active promotions across multiple retailers are seeing brand growth, whereas those that are not have struggled to retain market share. This is because consumers are looking at overall basket spend and collective deals and are unwilling to make multiple shopping trips for different deals, explains NielsenIQ’s Ged Nooy. This reliance on discounts is what is allowing brand leaders to grow.

Alcoholic in an economic downturn

According to Nooy, a large portion of South Africa consumers are experiencing a sideways shift in terms of consumer behaviour. For many, cutting back on purchases is simply not something they can afford. Instead of reducing basket spend, they are altering their baskets and making different product choices. Nooy notes that alcohol remains a stable purchase for consumers, even in the toughest times. The social need for perceived luxuries such as a drink after work, and the effect it can have on emotional wellbeing, cannot be underestimated. The difference can be seen in volume and value-for-money purchases.

In addition, out-of-home alcohol consumers may turn to in-home consumption during times of economic hardship.

Tying in with this is the recovery and growth of trusted big brand names that continued advertising, even during lockdown. By continuing to build their brand equity, they are strengthening their position as trusted names that are relatable, and that consumers choose to engage with. Nooy notes that the advertising statistics reflect this shift. This also points to the growth of in-home consumption. Many consumers are cutting back on expenses that include eating out and holidays and moving their alcohol consumption in-home.

The South African wine market: resilient and finding ways to grow



Visual courtesy of Balázs Burján, Pexels

On the wine front, the wine industry organisation Vinpro says the industry is resilient, and wine companies and producers are introducing methods to improve growth.

While there are challenges, such as input costs exceeding wine price increases, an increase in the Health Promotion Levy, a shortage of glass, an illicit market placing strain on the value chain and a decreasing wine drinking population, South Africa sets a benchmark in wine for traceability, sustainability, and environmentally sound practices and these will stand the industry in good stead going forward.

SOUTH AFRICA BEER'S ECONOMIC IMPACT



The South African economy benefits from the domestic and international operations, and the worldwide supply chain, of the beer sector.



GROSS VALUE ADDED (GVA) IMPACT

In 2019, we estimate that beer supported a **R 71 billion** gross value added (GVA) contribution to South Africa's economy. This was equivalent to **R1 in R79** of national GDP, or **25%** of Pretoria's economy.



EMPLOYMENT IMPACT

In 2019, we estimate that beer supported **249,000** jobs in South Africa. This was equivalent to **1 in 66** national jobs, or **67%** of employment in Port Elizabeth.



TAX IMPACT

In 2019, we estimate that beer supported **R 43 billion** in tax in South Africa. This was worth **R1 of every R30** of government revenue.





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Ways to save

With energy costs rising and food retailers looking to improve the shopping environment for customers, Insulated Structures has developed an effective solution to reduce the cost of in-store refrigeration while enhancing the customer experience.

Insulated Structures doors are easy to retrofit on in-store cabinets to reduce the energy required to keep chilled foods at the correct temperature.

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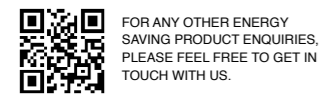
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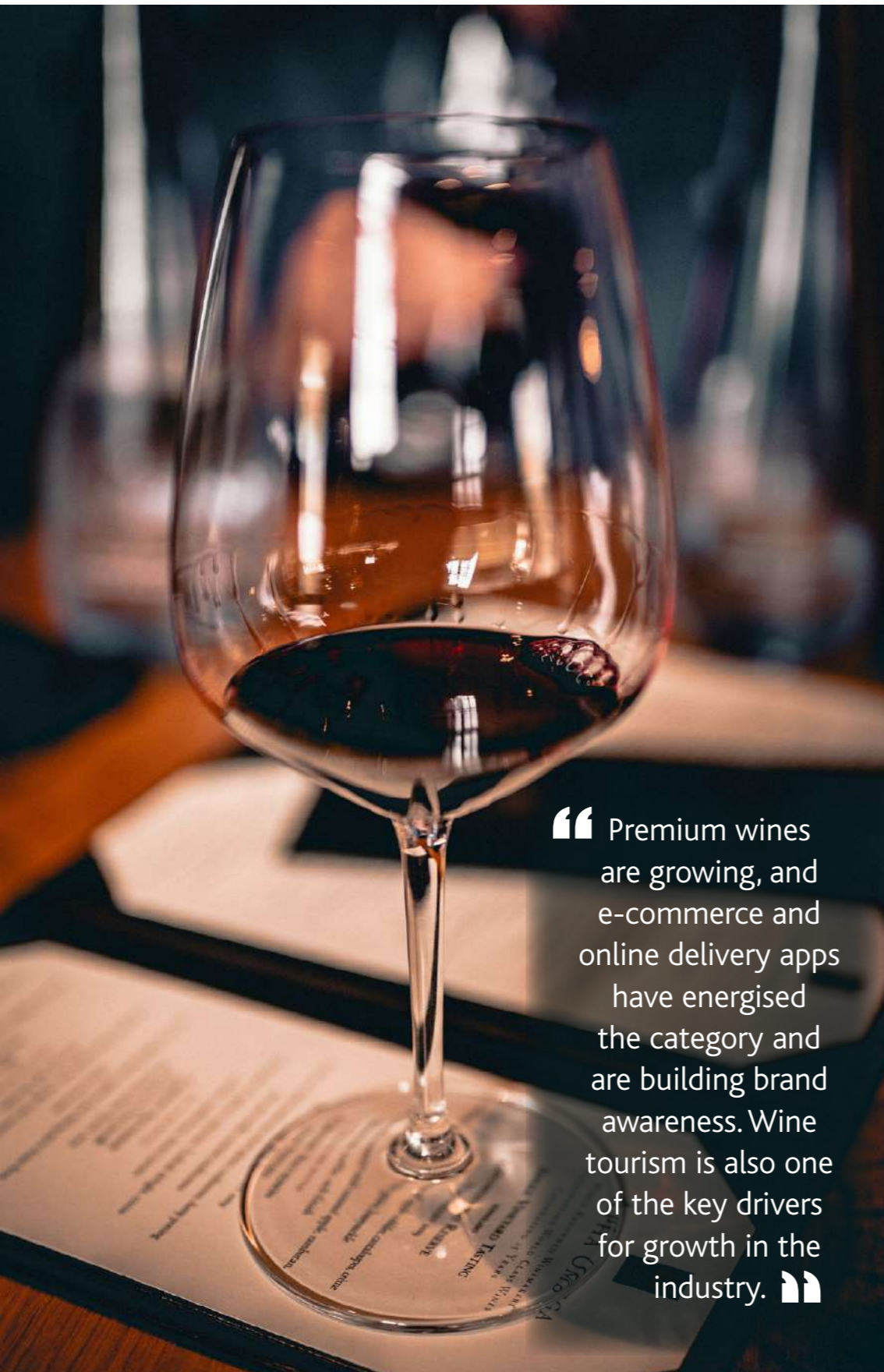
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“ Premium wines are growing, and e-commerce and online delivery apps have energised the category and are building brand awareness. Wine tourism is also one of the key drivers for growth in the industry. ”

In addition, premium wines are growing, and e-commerce and online delivery apps have energised the category and are building brand awareness. Wine tourism is also one of the key drivers for growth in the industry.

According to a report from Wines of South Africa, the wine industry contributed R55 billion to GDP in 2021, while South Africa's total wine export volume grew by 22% to 388 million litres in the same year. Export value increased by 12% to R10.2 billion. Of total wine sales by volume in 2021, South Africa exported 51%, with 49% of sales being local. South Africa ranks 8th in overall volume production of wine worldwide.

Distell's premium wine portfolio grew, led by Pongracz, Durbanville Hills, and Nederburg, due to increased consumption at home. Ged Nooy explains that boxed wine experienced something of a perfect storm.

Retailers such as Woolworths had started the shift towards the premiumisation of boxed wine, introducing several noted wineries to their boxed wine offering. This changed how consumers perceived the category and how they reacted to it.

Other retailers were also playing in this space, which aligned perfectly with consumers looking for a value-for-money, quality offer. The trend has contributed to this particular sub-category seeing higher volume purchases.

Flavoured malt beverages, flavoured alcoholic beverages

The popularity of hard seltzers (seltzer or soda/carbonated water combined with alcohol and fruit flavours) continues to grow. Popular flavours include citrus, berries and tropical fruits, such as black cherry, blood orange, cranberry, guava, hibiscus, kiwi, lemon lime, mango, passion fruit, peach, pineapple, raspberry, ruby grapefruit, strawberry, and watermelon.

Moderation and mindful consumption practices, particularly amongst younger consumers (mainly older Gen Z consumers), fuel the low-alcohol and no-alcohol market. According to The Heineken Company, the beer category can expect to experience pressure from hard seltzers and spirit pre-mixes targeting the same consumers and occasions as beer players.

NielsenIQ reports that beer and Flavoured Alcoholic and Flavoured Malt Beverages such as ciders and pre-mixes are seeing the most growth, followed by wine and spirits, with liqueurs bringing up the rear. Interestingly enough, Jagermeister is the most popular liqueur by quite some margin in South Africa.

Premiumisation is still an important factor to consider, despite the economic downturn, with cognac this year's dark horse in terms of growth.

Cocktail culture

The cocktail culture has hit South African shores with the pandemic bringing a renewed interest in cocktails. Cocktails, once known as a 'ladies drink', are now seen as very acceptable from people from across the spectrum, mainly in the 18-45 age bracket.

Visual courtesy of www.netflorist.co.za/shop/gifts



Challenges facing the industry

The glass shortage experienced during South Africa's lockdowns is still impacting both the alcoholic and non-alcoholic beverage sectors, although to a much smaller degree than it was. This has been exacerbated by the shift to in-home consumption, which has resulted in a much-reduced number of returns, on top of continued raw material issues. The supply chain has also



experienced difficulty meeting the demand for stock now that post-pandemic consumption retail levels are returning to pre-pandemic levels.

AB InBev, Distell, and The Heineken Company all cited the Covid-19 pandemic, civil unrest in KwaZulu-Natal and Gauteng, load shedding and electricity production uncertainty, as well as the economic downturn within South Africa as growth-limiting or challenging factors.

They also felt that the Russia-Ukraine war was continuing to impact the supply of raw materials and raise petrol prices, and the possibility of a sustained war was cited as having a bigger impact on the industry in the future.

Multinational alcoholic beverages producer Diageo noted that while South African sales grew by double digits, "the operating environment remained challenging."

A positive outlook

Despite these ongoing and emerging challenges, the Alcoholic Beverages category remains remarkably resilient. There is a definite return to pre-pandemic norms and consumer behaviours, although online purchasing has certainly gained traction.

Each of the market leaders remain cautiously optimistic and have reported growth in several categories. And while consumers can expect to see the impact of the obstacles facing the industry for some time to come, the category remains agile enough to mitigate these for the most part.



Cheers to that!

Alcoholic beverages trends: Global and local

- For The Heineken Company, the popularity of craft beer and the rise of low- and no-alcohol products have been the most noticeable changes in consumer tastes in recent years. Together with increased health awareness, as well as a move towards moderation (not abstention), these products have begun to challenge the beer sub-category in markets such as the US.
- Celebrity endorsements are more of an international trend, although South Africa has dabbled with influencers, social media personalities, and TV celebrities. The recent Castle Lite ad starring Carte Blanche's Derek Watts has certainly made a splash, and for all the right reasons. Watts is an undeniably recognisable face, and the ad is all about humour with the serious Watts showing his 'Lite' side.
- In their Annual Report 2022, Diageo (Johnnie Walker, Guinness, Tanqueray) says consumers are seeking new experiences and higher quality products, and are drinking better instead of more. Specifically, the company noted consumers are "increasingly choosing brands and categories that offer superior quality, authenticity, and taste. This premiumisation trend is supported by product innovation, fuelled by higher levels of prosperity and disposable income – and coupled with a greater desire to explore new experiences, ingredients and serves for social occasions."



Visual courtesy of Bellevue Wine Estate

Visual courtesy of <https://m.netflorist.co.za/shop/gifts>

- Craft beer will continue to be an on-premise heavy category, with Nooy noting there is a markedly different psychology behind retail sales and the experience offered by on-premise craft beer consumption.
- Premiumisation is still a growing trend. There is a social need to 'show off', with premium brands being consumed to indicate wealth and success.

- No- and low-alcohol beverages saw growth in South Africa, with beer dominating.
- Wine, spirits, and RTDs all remain on the radar.
- We can expect to see citrus flavours from lime and lemon through to grapefruit and blood orange continue to dominate. Innovative offerings including kombucha, unusual taste combinations, and fiery flavours such as chilli and spicy pineapple, are also on the rise. Herbs and flowers, indigenous botanicals, spices, and rooibos flavours are among those found in locally produced gins.
- Flavours are improving, allowing consumers far more choice and accessibility. **SR**

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Ann Baker-Keulemans writes on topics related to business, lifestyle, technology, and health, with extensive knowledge on the SA retail and wholesale landscape. Contact annbk@wilkinsross.co.za | www.wilkinsrossglobal.com

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Mealtimes

Fresher, healthier, more convenient and always affordable

One of the fastest growing departments of South Africa's largest privately owned supermarket group, Food Lover's Market, is the Home Meal Replacement (HMR) offering. HMR are fully, or partially, prepared foods that solve fast-growing consumer needs – such as a lack of time, lack of skill, or lack of desire to prepare food.

The Food Lover's Market Group, which includes Food Lover's Market, FreshStop and Food Lover's Eatery, first started offering basic HMR when they made the transition from Fruit and Veg City to Food Lover's Market in 2012 at their Hillfox store in Johannesburg. They wanted to be known as a 'Theatre of Food' and having an HMR department was an obvious choice in building that reputation and creating an environment synonymous with a market-feel shopping experience.

Restrictions, due to the Covid-19 pandemic, saw Food Lover's Market experiencing a decline in the need for HMR during 2020 and part of 2021, but with the restrictions now lifted and more people returning to the office, HMR sales have picked up as consumers are once again becoming more time deficient.



“As more and more South Africans opt for prepared meals that save time and satisfy their appetites, HMR is gaining momentum.”

Sandro Gastaldi, General Manager for Specialty Foods, FLM.



The retailer constantly innovates its offering by finding inspiration through HMR trends on the international scene. Senior management regularly spends time in the United States and Europe, gaining insight into fresh ideas that can be translated for the South African consumer. Some innovation that was brought back includes poké bowls – a no-brainer for the retailer as they were already selling sushi.

Gastaldi adds, “HMR isn't only about offering customers ease and convenience in making delicious food. It's about understanding the market and being willing to innovate by catering to diverse tastes and diets.”

Food Lover's Market has spent a great deal of time raising the bar on HMR to make sure that it's healthy, convenient, affordable and fresh.

The retailer constantly





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HOME MEAL REPLACEMENT (HMR)

Another is offering a slew of healthy salad options in the Food Lover's Eatery outlets. These salad options, which include cut and washed greens, proteins, whole grains and more, enable the consumer to construct a brand new salad every day for almost a year, without any repetition of a recipe.

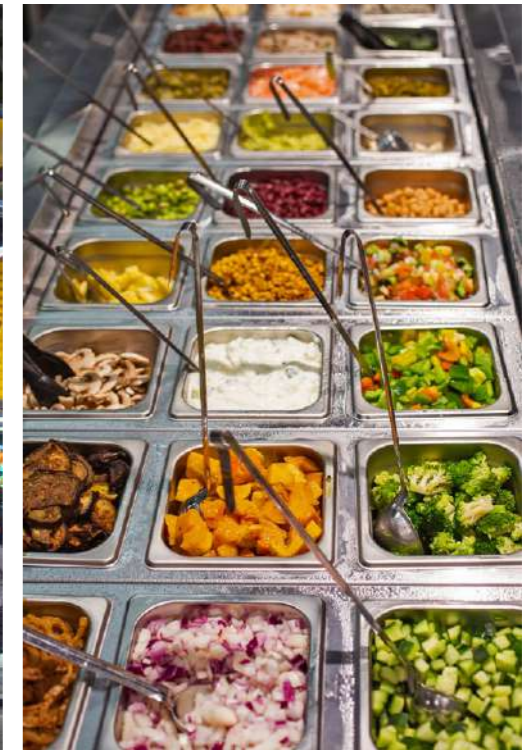
The demand for HMR

In South Africa, we are seeing more and more people going back to work full time or in a family situation, both parents going back to the office. These consumers no longer have the time on their hands that they did during the lockdown to prepare meals. HMR's are a convenient way to get a nutritious meal on the go.

Says Gastaldi, "We offer food that people can take home so that they don't have to cook, or they can choose to bring part of the meal home and cook the other part themselves."

This ensures that the consumer can make up a complete and healthy meal without spending too much time in the kitchen. The HMR offering also caters to singletons and couples and the salads, Pie Oh My, Bubs' Fish and Chips, Crispy Chicken and Fresh Society are perfect for quick smaller meals.

Food Lover's Market caters to all the needs of HMR consumers in the sense that they offer whole meal offerings such as roast chicken with a family-sized salad, bakes, and stews. Or in the form of side dishes, such as mash, rice or roast potatoes that would be served with a protein that the consumer





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would cook themselves, i.e. bringing part of your meal home.

The retailer also found that more shoppers are looking for fresh and healthy options these days and that is why they have such a wide variety of health-focused HMR products. Especially those that include vegetarian and vegan options. "This really follows our ethos – fresh is best," says Gastaldi, adding, "We also have access to fresh produce and a fantastic supplier network to ensure we can offer the freshest healthy meals in-store daily to cater to all shopper requirements."

What sets Food Lover's Market apart in terms of its HMR offering?

The conventional offering in the marketplace does not give the consumer the options that you would find in Food Lover's Market stores with the mixing and matching. When you buy at conventional retailers, you are bound by their smaller offerings.

Another important feature that sets Food Lover's Market apart is the fact that each store prepares its HMR's in-house, daily, from salads to sushi and stews. They also offer a much wider range of hot and chilled foods that people can mix and match. As an example, you can choose a roti for your Thai Green Curry instead of regular rice, or an assortment of carbohydrates to go with your stew, instead of just one option, like pap.

"Supplying the consumer with the choice for individual needs, dietary requirements, as well as the taste of their family is something we strive for," says Gastaldi.



In summer, their lighter offerings include healthy family salads, rotisserie chicken, and new additions such as Cob Salad, Southern Fried Chicken Salad, and a festive Cranberry and Goat's Cheese salad. Says Gastaldi, "Launching into summer, we have also been expanding our sushi range which now includes various Poké Bowl selections and Asian Noodle Meals. These are available



What is the retailer doing well?

Food Lover's Market is setting the bar for offering a wide variety of unique menus that change seasonally. In winter you will find an assortment of hearty soups, and a large variety of curries, from local flavours, such as Durban to more exotic, such as Thai, and nourishing stews. Along with these, you have the option to choose your side dishes which include rice, mash, bread, and warm roasted vegetables to name just a few.



all day, every day, freshly made in-house – using sustainably sourced fish. We like to make sure that new items are being offered every season."

They are also pushing the envelope by boasting fully equipped on-site kitchens staffed by skilled personnel who undergo continuous training on new developments, innovations, and recipes. The retailer possesses an internal innovation department that assists with recipe development, which is shared across the group for consistency.

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In terms of the design of each department – they evolve with the development of every new store striving to meet the local consumer needs. Food Lover’s Market has transformed their traditional brick-and-mortar space into an emporium to delight the senses by employing various animatronics and digital screens to keep the customer informed, entertained and engaged while shopping.

The consumer will find on offer, the following departments ...

● **Standard Food Lover’s Market Hot Foods (food on offer in the bain-marie’s)**

In this department, you will find a variety of meats such as chicken, beef, pork (in the non-Halaal stores), and lamb. These are available as whole roasts or in pieces. This is where you will find the many offerings of hot soups, stews and curries – all of which are made on-site. Hot side dishes are also available in this department, for example, roast potatoes, individual and mixed vegetables, and other carbohydrate offerings. “The idea here, is that you can create a whole meal, which is fresh, affordable and convenient from the hot food offering,” says Gastaldi.

Included in the hot food range are the popular Golden Pocket samosas, spring rolls, corn dogs, rissoles, quiches, and Mexican pies.

The cold foods offering is also included in this department. Here you will find Food Lover’s Market’s sizeable range of seasonal salads from conventional potato to the more exotic quinoa



and couscous. New additions include a Marinated Vegetable Salad, A Middle Eastern Salad, a Luxury Bean Salad, as well as a mouth-watering Roasted Butternut, Onion, and Chickpea Salad.

If you are looking for lunchbox snacks or fillers for yourself or your children, you will also find an array of scrumptious treats in this department. Burgers (beef, chicken, and rib), mini burgers, mini meatballs (frikkadels) mini sausage rolls, cheese viennas, mini hotdogs, filled pancakes and filled vetkoek will take lunchboxes to the next level. All these snacks are complimented by our ever-popular take-home pizzas that you just pop in the oven and are ready in minutes. Or as an alternative, buy a pack of three pizza bases for you to test your creativity at home.

Also falling under this department are the chilled sides – these refer to a range of either oven-ready or microwavable sides to accompany any meal, including pasta meals. These heat-and-eat dishes have all been developed for the convenience of the consumer.

● **Bubs’ Fish & Chips**

Bub’s Fish and Chips offer all things seafood from battered fish fillets, to calamari, fish bites, baby hake, and snoek with an option of chips for takeaway. This department is not available in all stores as a stand-alone, but in those without it, battered fish and chips are available in the Hot Foods Section.





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● Crispy Chicken

A fast-growing department which is also available at FreshStop Stores. "Crispy Chicken has become increasingly popular in our FreshStop stores, therefore we decided to offer it in our supermarket space too," says Gastaldi. Here you can find a range of crispy fried chicken pieces, portions, strips, burgers, and chips.

● Pie Oh My

Pie Oh My is an offering of gourmet family-sized pies that range from your traditional chicken or pepper steak to more adventurous, venison. This department also offers a full range of individual gourmet pies for one.



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● **Fresh Society**

This is the department for the more health conscience consumer. On offer, there is a range of freshly cut fruit as well as smoothies, healthy breakfast cups, and a variety of take-home fruit salads. The health wraps are vegan-friendly (using beetroot and cauliflower wraps) and include vegan-friendly ingredients.

Here you will also find filled ciabatta rolls and bagels. Healthy meals such as containers with chicken strips and salad and dressing are ready for any on-the-go consumer. "I would say that one of the features of Fresh Society that we are most proud of is the selection of fresh pressed juices available, that we make on-site, using fruit and vegetables from within the store's fresh produce department," says Gastaldi.

How is FLM handling the logistics of running successful HMR departments?

Food Lover's market is very fortunate that technically there are no actual logistics involved as all the products are in-store. Says Gastaldi, "All the ingredients for our HMR offering are available in-store – i.e., butchery, grocery, fresh produce, bakery, and fish department. We don't have to worry about bringing ingredients in. They are all fresh and on-site." This factor is also what makes their HMR so affordable.

According to Gastaldi, "To run a successful HMR department, you must get the science behind it right." That is why Health and Food Safety audits are carried out regularly by independent service providers to ensure that all food safety criteria are met at all Food Lover's Market stores.

Why become involved in HMR?

Food Lover's Market realised that there was a growing demand for healthy, affordable, and convenient food that is freshly prepared daily. "This is who we are. It reflects our overall offering of being an outlet that focuses on fresh affordable products. Our HMR departments are another expression of Food Lover's Market striving to offer what the consumer wants and being the best in fresh," says Gastaldi. **SR**



HMR editorial provided by Jean Harket – Storybook Communications for Food Lover's Market



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All components available
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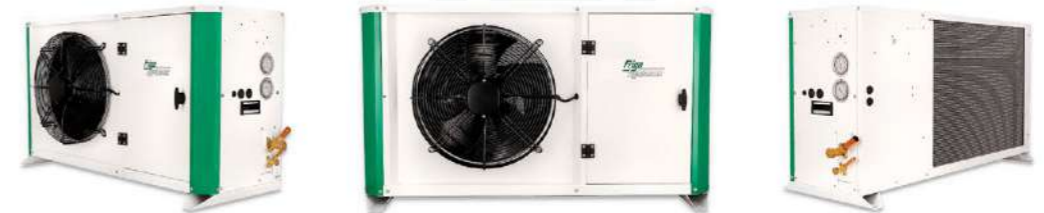
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MBP range from 3.5Kw to 16KW @
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NEW ARRIVAL



Boost your sales

Consider Facebook ads over local newspapers ads



By Arnaud Blanchet
Founder and CEO
of Shop-it

With over 30 million users, Facebook is the most used social media in South Africa. 80% of them visit Facebook daily and 56% say that their purchases are influenced by social media.

Therefore, advertising your store and your specials on Facebook is one of the most efficient ways to grow your customer number and your sales.

Facebook ads are paid posts that can target specific users according to their location, demographics and profile data. They are a perfect alternative to newspaper ads or printed leaflets as they offer more detailed data to measure ad results and they can easily adapt to your budget.

In our previous articles, we explained how to set up your social media accounts, how to create content and how to engage with your community. In this article, we will show you step by step, and using real examples, how to use Facebook ads to acquire new customers and grow the sales of your supermarket or wholesale store.

What is a Facebook ad? How does it work?

Facebook ads are paid posts that appear in the Facebook newsfeeds of specifically targeted users.



Image courtesy
of www.kaspersky.co.za

Users are targeted according to their location, demographics, interests and other profile data. When a Facebook ad is viewed, gets a click, or earns a purchase, the advertiser is charged.

Facebook ads take different forms: photo, video, carousel, etc. They look similar to regular posts but they include a 'sponsored' label and offer more features than normal posts like 'call to action' buttons, links, and product catalogues.

The advertiser can choose precisely the budget they are willing to spend, the users they want to target, and the date when they want to launch their ad.

They can also easily monitor the results of their ad: the number of users that were reached, the number of users who took a specific action, eg: click on a link, buy an item.

Launching your first ad on Facebook is very easy! Following the following few steps will have you started.

Step 1: Choose the objective of your Facebook ad

Facebook will enable you to choose the goal of your ad. There are many goals to choose from and a few that can work really well for stores on Facebook ads. You can, for example ...

- raise **awareness** (get users that don't know you yet to discover your store)
- boost your **reach** (show your specials or daily deals to as many people in your existing audience)
- drive **engagement** (get users to like your page or to send you a message on Messenger or WhatsApp)
- Grow **store traffic** (drive nearby users to visit your store).



To access all the objectives Facebook has to offer, you will need to use the Facebook Ad Manager – but to post your first ad and test the Facebook ad service, you can more simply choose to boost an existing post you prepared for your Facebook page.

The post that you will use for your first ad must be attractive. We already wrote an article on how to create content that will appeal to your audience, here are the most important points:

- use good quality images (make sure it is not pixelated) and prefer close-up photos of real people (customers or people behind your business)
- limit the text to the maximum on the visual
- put as much personality as possible in your visual, it should represent you and no other store
- pay attention to the text that accompanies the visual – grab the users' attention, get their interest, create a desire with an attractive offer, end with a call to action.

The screenshot shows a Facebook post from 'J&K Wholesalers' published on October 7th at 09:00. The post text says: 'LAST SPECIALS DAYS! Come and visit us at 10 Stock Road, Philippi, Cape Town before the 9th of October'. Below the text are four ad variations for 'SEPTEMBER SPECIALS' (from the 23rd of September to the 9th of October). The ads feature: 1) 'DARLING One Million Braids' for R21.99, 2) 'DARLING Yaki Braids' for R8.99, 3) 'DARLING Ombre Braids' for R22.99, and 4) '+15 PERFECT CHOICE Oil Sheen Spray' for R19.99. Each ad includes the J&K Wholesalers logo and the address '10 Stock Road, Philippi, Cape Town'. At the bottom of the post, there are 2,090 people reached, 173 engagements, and a 'Boost post' button. A 'CLICK HERE' label with an arrow points to the 'Boost post' button.

To change your post in a Facebook ad, click on the 'Boost post' button and choose the goal of your ad as explained on the image above.

The screenshot shows the 'SET UP YOUR GOAL (ENGAGEMENT, CALLS, MESSAGES, TRAFFIC)' dialog box. It asks 'What results would you like from this ad?' and offers four options: 'Automatic' (selected), 'Get more messages', 'Get more engagement', and 'Get more calls'. Each option has a radio button. The 'Automatic' option is selected. There are 'Cancel' and 'Save' buttons at the bottom.

To choose the right goal for the app, align it with your objective: if you want to share your specials and want the most people to see them, keep the automatic objective. If you would like to get users to send you a message on WhatsApp so you can build a database of potential customers (and send them your specials on WhatsApp using the broadcast message feature), choose 'get more messages', etc.

The screenshot shows the Facebook Ad Manager interface. On the left, the 'Goal' is set to 'Automatic'. Below it, the 'Button' is set to 'No button'. The 'Special ad category' is set to 'None'. The 'Audience' is set to 'Advantage audience'. On the right, there is an 'Ad preview' showing the ad as it will appear. Below the preview, there are 'Estimated daily results' and a 'Payment summary' table.

Estimated daily results	
People reached	641-1,9K
Post Engagement	66-191

Payment summary	
Your ad will run for 7 days.	
Total budget	R14
VAT	R2,10
Total amount	R16,10

Step 2: Select the users you want to target with your ad

As a store manager, you know the importance of knowing your customers in order to offer them what they want. On Facebook, you will be able to specifically target the users that correspond to your target market. For example, to advertise a daily deal on baby diapers, you can choose the users who live within a 10km radius around your store, who 'like' pages linked to babies or young parents, etc.

Take a few minutes to explore all the interest you can choose to define your target audience. This is probably the most important step of creating your Facebook ad.

CLICK HERE

The better you know the customers you are looking for, the better you can target them. Using the Facebook Ad Manager, you will be able to choose precise targets, to create lookalike targets (people similar to the people who like your page, for example) and even to retarget certain users (people who clicked on your last ad for example).

Step 3: Choose the budget you want to spend on your ad

In addition to being able to select the target you want, another interest of Facebook ads is that you can choose precisely the budget you want to spend on each ad and the date when you want to publish it. You are not tied to minimum printing fees or fixed newspaper ad costs – you can spend just a few hundred rands on your ad and increase this amount if you get a good return on investment.

The cost of Facebook ads depend on several variable factors like:

- the target you selected: – the cost usually increases when you select a very narrow target
- the time and duration of your ad campaign – ads are more expensive over festive seasons (like Black Friday weekend) when other supermarkets and wholesale stores also advertise, increasing the competitiveness. The cost also varies during the day – the cheapest hours are usually between midnight and 6am when there are fewer connected users.

From our experience, advertising for wholesale store and supermarket Facebook pages, we recommend to set your ad to last at least 15 days and to spend a daily budget of at least R20. This should ensure that you reach between 40 000 and 50 000 people.

Duration ⓘ

Days: 7 End date: 28 Oct 2022

Total Budget ⓘ

Country, currency: ZA [Change](#)

Estimated 641-1,9K people reached per day

R50,10 ⓘ

R20 ————— R10000

Placements: Facebook

Meta pixel: No pixel

Payment method

You may receive more than one bill for this ad. [Learn more](#)

VISA Mastercard American Express PayPal

Add Payment Method

CLICK HERE

Step 4: Check the detailed results of your ads to improve them over time

One of the main interest of Facebook ads is that you can monitor their results precisely. That enables you to get the precise return on investment of your ads, but it also enables you to improve your ads over time. You will know exactly how many people saw your ad, how many interacted with it (clicked on it, took a specific action like sending you a message, etc.) and even how many sales you have done thanks to this ad if you have an online store or a catalogue linked to it.

We recommend that you launch two ads at the same time with different visuals and texts. After two days, check the results of the two ads and keep the one that is performing the best and stop the other. Learn from this test what type of ads your users react the most to and prepare another ad and check again two days later which ad is performing the best.

A few examples – share your specials on Facebook and boost your online sales

Manage Pages and profiles

J&K Wholesalers

Home

Ad Centre

All ads

Summary Last 60 days

J&K wholesalers spent R200 on 1 ad in the last 60 days

Reach	12 140	View details
Post engagement	269	View details
Link clicks	258	View details
Page Likes	--	View details

Tools

- Your preferences: Manage the info that you provided to keep recommendations relevant
- Payment settings: Set up a payment method to create ads.
- Domain verification: Confirm domain ownership to manage your pixel settings.

Ads

Completed • Created by J&K... View Results

Link clicks
LAST SPECIALS DAYS! Come and visit us at 10 Stock Road, Phil

5 294	110	R200
Reach	Link Clicks	Spent out of R200

What are the results you can expect with Facebook ads?

In order to give you an idea of what to expect, we share here the examples of two different campaigns we managed for a supermarket and for a wholesale store.

Ad example 1: Get a new type of customers for your wholesale store:

The aim of this ad was to attract hairdressers to a wholesale store that was growing its cosmetics and hair products section.

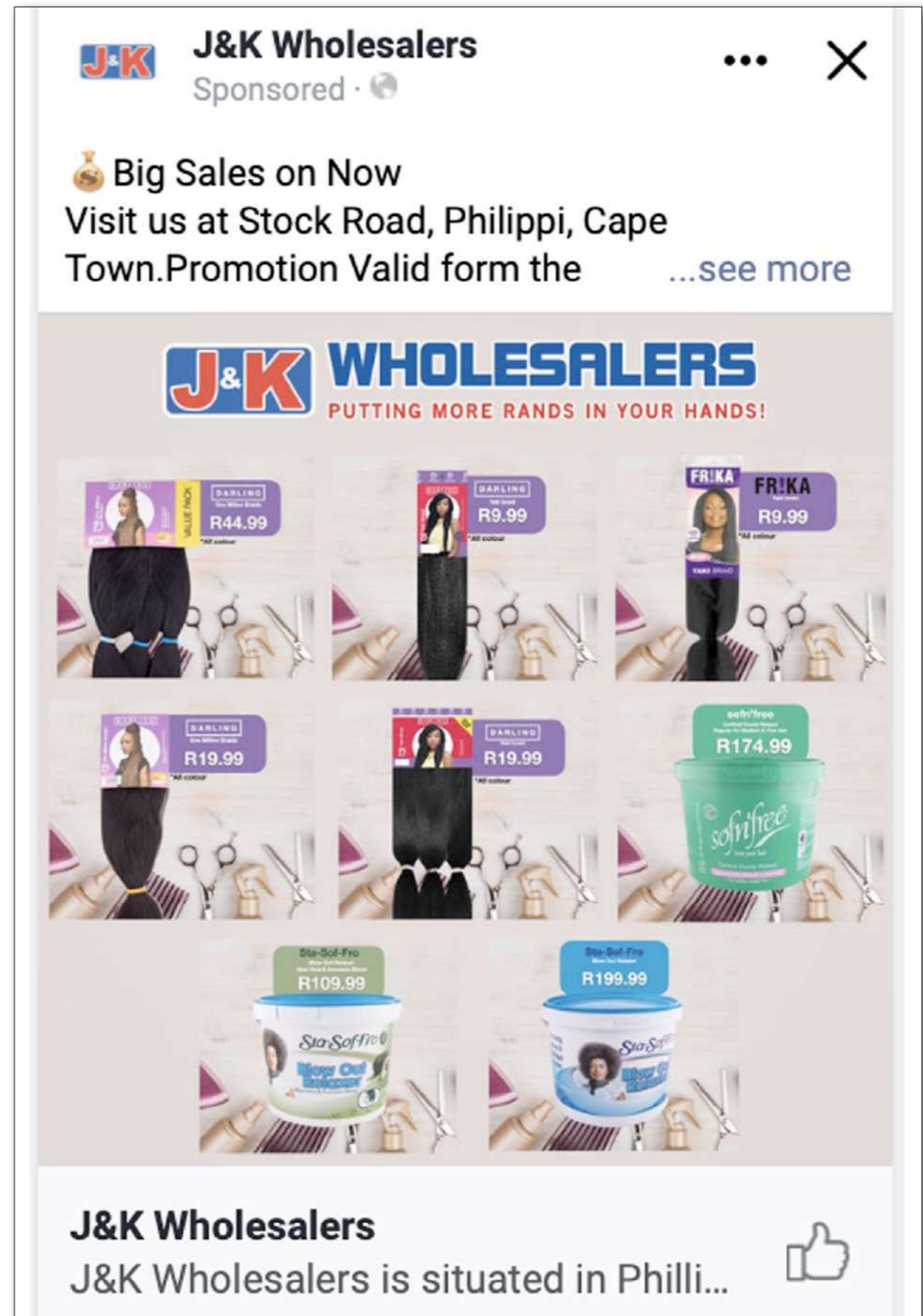
Ad content: we prepared several visuals that present the best seller items that interest hairdressers and that the store was offering at a competitive price.

Ad goal: as it was the first ad targeting hairdressers, we did for this store ... We chose to build trust before trying to sell. The goal of the ad was to get Facebook users to like the store Facebook page so they could discover their next specials and stay updated with the cosmetic and hair product deals they offered.

Ad target: we targeted Facebook users that were located in a 15km radius around the store – women between 20 and 45, who do not like the store Facebook page yet, and who have interest in hair product brands.

Ad budget: we only spent R365 over a week on this ad.

Ad results: it was seen by over 11 000 Facebook users in our target and 514 liked the page (it costed R0,71 per like). We have then done additional ads targeting hairdressers and we successfully managed to bring new customers to the store.



Ad example 2: Generate sales online for a supermarket ...

The aim of this ad was to attract new customers and to generate online sales for a supermarket online store.

Ad content: we prepared several visuals that represented the supermarket customers and we highlighted the benefit of the service in the image and the text.

Ad goal: it was one of the first ads we did to direct customers to the online store, so our objective was to get Facebook users to click on the link and visit the online store. We were not specifically looking for sales at this stage.

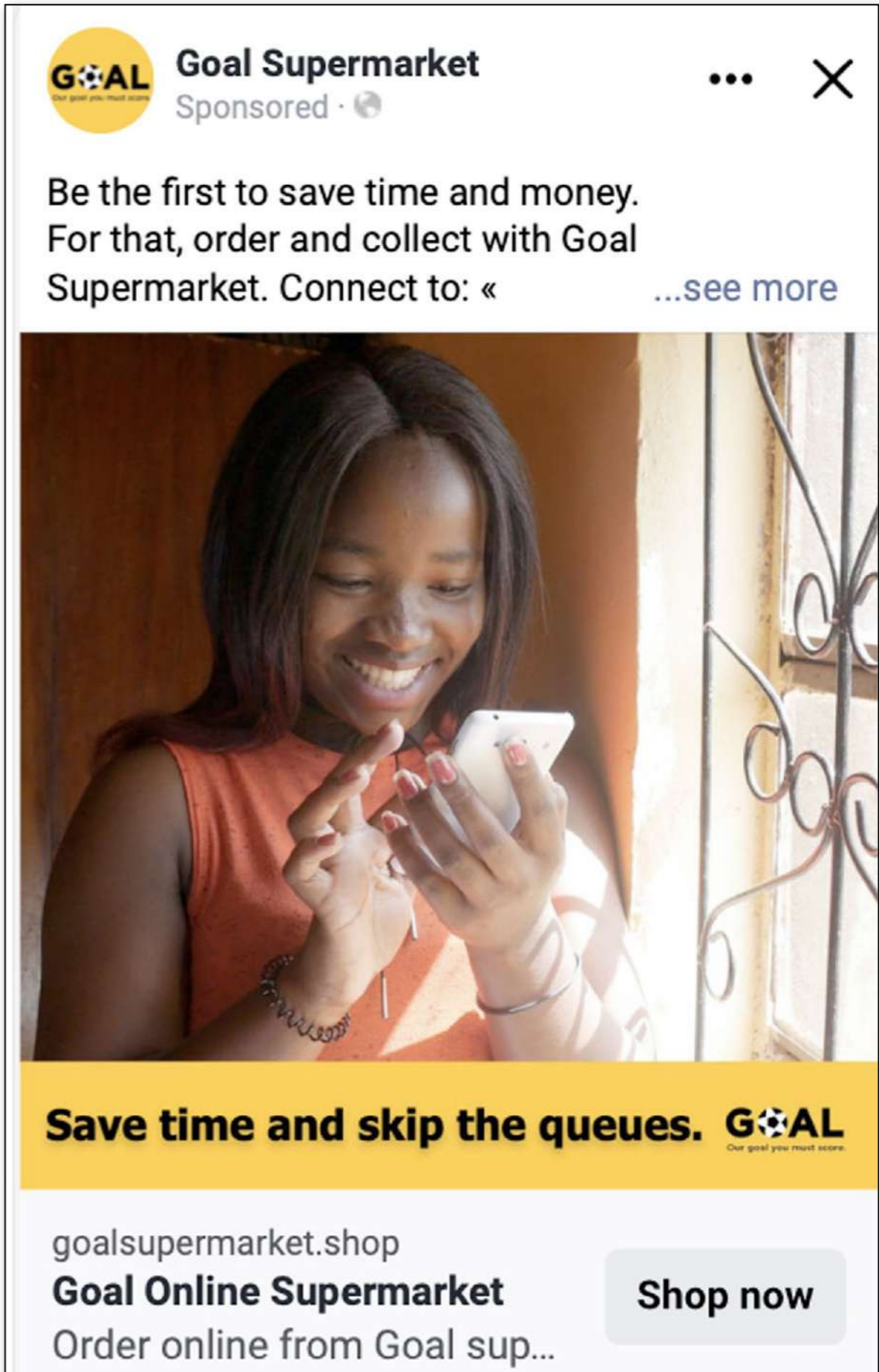
Ad target: we targeted Facebook users that are located in a 10km radius around the store, who like the store Facebook page already, and we added a bit of interest to get a more narrow target.

Ad budget: we spent around R2 000 over a week on this ad.

Ad results: it was seen by over 49 000 Facebook users in our target and led to close to R20 000 of purchases on the online store. It also brought many new visitors to the online store, who did not buy at the time of the ad, but started purchasing later.

Facebook ads are a perfect tool to boost your online presence and your sales. It can be intimidating to start advertising on Facebook, but don't hesitate to take the first step as it is very affordable. If you would like to test it for your store and want to get some additional advice or guidance, our team will assist *Supermarket & Retailer* readers with a free 30-minute meeting to setup your 1st Facebook ad during the month of November.

Next month in *Supermarket & Retailer*, we will explain the interest of getting an online store for your supermarket and wholesale store. Sixty60 and Asap have demonstrated that customers want to buy online and that it can lead to rapid growth for the stores who offer this service. We will explain how any independent store can quickly, without initial investment and without disrupting its activity, offer an online order, online payment, and even delivery service to boost their sales. **SR**



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Be the first to save time and money.
For that, order and collect with Goal
Supermarket. Connect to: « ...see more

Save time and skip the queues. GOAL
Our goal you must score.

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Order online from Goal sup... **Shop now**



Maxed out promotions create false sense of security amongst SA shoppers



nielsen

Ged Nooy

NielsenIQ South Africa MD

- 30% of FMCG product currently sold on promotion
- SA shoppers halve shopping trips
- Shoppers prioritise retailers with best overall basket offer

The latest NielsenIQ State of the Retail Nation report which reflects data measured over the four weeks to the beginning of September 2022, has found that shoppers have halved the number of times they go grocery shopping in a month compared to their shopping behaviour before the onset of the Covid-19 pandemic (2019 vs. 2022).

Despite this, overall annual consumer packaged goods sales measured R498-Billion in the latest reporting period – a 10.3% annual increase – while the latest month (to the end of August 2022) versus the same month last year, showed a 17.2% increase in value sales. This spike is due in large part to the current inflationary heightened price shopping environment as well as the base effect from the liquor ban last year.

Promotions to the max

One of the most striking aspects of the report is the ongoing dominance of promotions. Of the Top 20 product category leaders, only 20% are



achieving organic sales growth versus the majority achieving increases through promotion-driven sales.

This is borne out by the NielsenIQ data which showed that 30% of FMCG volume product sales (number of items/units) are currently sold on promotion – a 2% annual increase. In the Liquor category, 47% of the top 20 products are being sold on promotions which is up 9% from a year ago.

NielsenIQ South Africa MD Ged Nooy comments; "As brands look to gain share in the short term and assist in managing shelf inflation, we see higher and higher reliance on promotions to gain market

share. The problem is that over-promoting drives down value perception resulting in disloyal promo only buyers."

Fewer trips to the shops

The latest data also shows that since 2019 (pre-Covid) the number of trips shoppers take to the shops in a month has halved, down from an average of six times a month to only three times a month (note, NielsenIQ includes online shopping as a shopping 'trip').

This behaviour was observed before Covid-19 but has become more noticeable due to the current increased cost of travelling to physical stores. When consumers do venture out on a shopping trip, they are visiting fewer shops but are adding more product categories to their basket and spending more per trip to make it count.

Another interesting trend is that shoppers are prioritising retailers with the best overall basket offer. As opposed to being overly focused on single item promotions, they are looking for overall value.

Manufacturers stand firm

In terms of producer performance, the NielsenIQ



Image courtesy of Firmbee, Unsplash



report includes a Top 20 Manufacturer ranking which shows that only four manufacturers in this list are seeing declines in sales value growth.

Out of the Top 20 (excl liquor manufacturers), the Willowton Group – which produces a variety of cooking oils – is showing the biggest annual increase in sales at 34%. This is understandable given the inflation experienced by this product category. Other top sales growth performers are Astral Foods and Premier at 25% and 24% respectively and RCL Foods at 13%.

SA inflation in a holding pattern

Price increases remain an obvious concern with overall basket inflation sitting at 11% versus a year ago. This figure is calculated across 580 categories, weighted to their size in the basket. (*NielsenIQ monthly inflation figures are based on the difference between Rand value sales growth vs. unit sales growth i.e. how much more consumers are spending in terms of rands paid per pack than they were the month before.)

- Cooking Oil recorded 49% inflation (3-month average) however, this continued price pressure has seen a decline in actual units sold. Consumers have been forced to adapt their palate and usage patterns in the face of price pressures and this is now showing in reduced volume sales.
- Despite experiencing relatively mild inflation, Long Life Milk and Sugar have also taken hits as has chilled processed meat, which is down 10% in volume sales.
- Fresh milk is another casualty of the inflationary environment despite having relatively low inflation.
- Bread continues to beat the curve with 15% volume growth over the last three months as does Maize Meal and the sales of Energy Drinks continue to soar.

State of denial?

However, despite the all too obvious global and local financial pressures at play, including the fact that South Africa is technically in a recession, Nooy points out that this is not reflected in purchase behaviour. "It seems as if consumers are in denial of the economic situation. The danger of this is that we're living in a bubble. This will eventually burst and will create a crisis mentality amongst shoppers. As a result, price increases and a reduction of promotions driven by external factors could see significant volume impacts in 2023," Nooy cautions. **SR**

SUPERMARKET & RETAILER



DELIGHT YOUR CUSTOMERS

and friends, playing with a pet, physical touch (like holding hands and hugging) and giving compliments to others. It produces feelings of love and connection, and it's what binds human beings to each other.

While you need to think very carefully before you go out there and start hugging your customers, simple gestures like a handshake, or allowing a customer to feel a soft toy or similar can make a difference.

“A short personal chat can also work wonders, especially if it acknowledges that your customer is someone you know, recognise and appreciate.”

But it should also be obvious to you that simple acts of generosity and kindness achieve the same, especially if they hit some problem – like dropping some of their shopping, or being unable to find something, or reach something. But there is one very important factor that plays a role in this. Obviously, the person on the receiving end feels good, and the person who does something nice also gets a hit of oxytocin (which makes it more likely that we pay it forward again). But even an *obvious* who *understand* someone before kind and

To a lesser degree some fragrances or a massage also help. Once again, what you can do is obvious, and you can manage these things in your business without spending a fortune.

Now, one final word of advice... unless you are like my dad whose need to understand the science was so important... don't get caught up in the terminology and try to identify which chemical plays what role. We've looked at a bunch of things that you can do to create positive feelings that result in loyalty.

And finally, **endorphin**, the pain killer chemical.

“Endorphins trigger positive emotions

don't have to do it every time. The principle of occasional reinforcement – a little surprise out of the blue – can also be potent.

“When we develop addictions – to gambling, eating, smoking, drugs, online gaming, likes on social media, and so on it's the dopamine that makes it so hard to stop.”

But you can also use dopamine effectively by celebrating things with your customers. Anything that you do to make them feel even a small win can trigger

Advertising opportunities are available to you in Supermarket & Retailer's digital publications.

Can you afford to miss out?

