

A vibrant store for a vibrant community

Food Town Hyper Khayelitsha keeps community needs front and centre



Save-A-Lot Food Town Hyper Khayelitsha, which is part of the CSH (Consolidated Store Holdings) Group, is located on the corner of Spine and Govan Mbeki roads in Khayelitsha, Cape Town. This landmark store has a vibrant, welcoming atmosphere and an interactive, engaged team.

Save-A-Lot Food Town Hyper Khayelitsha, which is part of the CSH (Consolidated Store Holdings) Group, is located on the corner of Spine and Govan Mbeki roads in Khayelitsha, Cape Town.

This 4 700 m² landmark store has a vibrant, welcoming atmosphere and an interactive, engaged team that always has feet on the trading floor to stay closely connected to their customers. The store provides thousands of shoppers with a well-rounded shopping experience each month, with around 12 000 SKUs across a wide range of categories and a commitment to service excellence that builds loyalty for both the store and the brands it stocks. The store also shows its commitment to the Save-A-Lot community-centric philosophy, bringing more than the best prices and range in the area – there is a strong focus on meeting the needs of the people it serves.



The store by numbers

Store name: Save-A-Lot Food Town Hyper Khayelitsha

Trading area: 4 700 m²

Format: Retail and bulk buying

Departments: Meat market, fresh produce, general groceries, commodities, general merchandise, baked goods.

SKUs: ±12 000

Checkouts: 31 tills – six in the bulk buying section, 24 in retail, and one at the kiosk.

Operating hours: 7 days a week.

Staff complement: 110 combined fulltime and casuals.

Serves: 6
Preparation time: 60 minutes
Cooking time: 45 minutes

GOLDI, COUNTY FAIR, FESTIVE or MOUNTAIN VALLEY Braai Pack

INGREDIENTS

Chicken:

1 pack (2.2kg) chicken braai pack
salt and milled pepper
1/3 cup melted butter
1 cup plain yoghurt
3 Tbsp butter-chicken spice mix
a glug of oil
2 onions, chopped
4 garlic cloves, chopped
1 Tbsp fresh ginger, grated
2-3 fresh or dried curry leaves
3 Tbsp tomato paste
2 Tbsp sugar
2 cups chicken stock
4 medium potatoes, peeled and chopped
1 can coconut milk (optional)

INGREDIENTS

For the Sambal:

1 red or white onion, chopped
4 salad tomatoes, chopped
1/4 cucumber, chopped
1/3 cup white vinegar
3 Tbsp sugar
salt and milled pepper

For serving:

fresh coriander
vetkoek, rice, naan or roti

BUTTER CHICKEN CURRY WITH VETKOEK AND SAMBALS

**This delicious curry needs no introduction.
Pairing it with sambals cuts through the richness of the sauce.**

Method:

Season your chicken well and place in a large bowl.

Add butter, yoghurt and spice mix. Marinate for at least 1 hour.

In a large pot, heat oil and fry onions, garlic, ginger and curry leaves until fragrant.

Add tomato paste and sugar, and cook for 1 minute.

Add stock and scrape the bottom of the pot to incorporate all those flavourful bits.

Add the chicken, including the marinade. Partially cover with a lid and allow to simmer gently for 15 minutes.

Add potatoes and coconut milk, and simmer for a further 20-30 minutes or until the potatoes and chicken have cooked through.

Stir through the coriander, add a squeeze of lemon juice, and season well.

Combine the sambal ingredients and season.

Serve your butter chicken curry topped with sambal. Enjoy with vetkoek, rice, naan or roti.

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Serves: 6
Preparation time: 60 minutes
Cooking time: 45 minutes

GOLDI, COUNTY FAIR, FESTIVE or MOUNTAIN VALLEY CHICKEN DRUMSTICKS AND THIGHS

INGREDIENTS

Chicken:

1 pack (2.2kg) chicken braai pack
1 pack chicken drumsticks and thighs
20ml oil
1 bay leaf
8 large ripe tomatoes
1 onion, chopped into chunks
3 garlic cloves
2 tsp dried thyme
1 tsp smoked paprika
2 tsp medium curry powder
2 cups chicken stock
4 large carrots, peeled and cut into chunks
salt and pepper

INGREDIENTS

For the Dombolo:

125g cake flour
125g mealie meal
5ml instant dry yeast
60ml sugar
5ml salt
250ml warm water

20g fresh parsley, chopped

RICH TOMATO CHICKEN STEW WITH STEAMED DOMBOLO

Method:

Season the chicken with salt and pepper. Heat the oil in a large casserole. Add the chicken and bay leaf, and sauté until coloured. Blend the tomatoes, onion, garlic, thyme, paprika and curry powder together. Season with salt and pepper.

Pour the sauce, 2 cups of chicken stock, and carrots into the casserole and simmer until thickened (approximately 30 minutes).

Add the chicken pieces and continue to cook for a further 20 minutes.

Turn the heat down completely.

Place the dombolo balls on top of the stew, cover with a lid, and cook for a further 15-20 minutes until puffed up and cooked through.

Dombolo:

Combine all the dry ingredients together. Slowly add the warm water and mix for 10 minutes.

Place the dough into an oiled bowl and cover with a damp cloth. Leave to prove for 1 hour in a warm place. Roll the dough into even-sized golf balls. Place on a greased tray and allow to rise until double the size.

Place the dombolo balls in the stew.

To serve:

Serve the stew in the casserole, sprinkled with fresh parsley.



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A diverse and exciting customer base

Danie van Vuuren, General Manager, says that most of the day-to-day retail shoppers are in the LSM1-4 income bracket from the Khayelitsha area, with easy access to the store as it is located on the main road into the township from the N2. It is also a regular stop-off point for local taxis and commuters. On the other hand, the store's wholesale/bulk offering attracts local schools, homes, 'shisanyama' street braaiers, and NGOs, as well as traders and stokvels from further afield.



Save-A-Lot brands and Food Town Hyper



Save-A-Lot operates under three trading brands with stores that are located in urban and peri-urban areas, as well as town centres: Food Town Hyper (hybrid stores), Powertrade (wholesale), Price Rite (wholesale and large-scale distribution centres), as well as the group's Big Deal banner group stores. Food Town Hyper Khayelitsha is one of seven nationally, and one of two in the Western Cape. The others are located in Rustenburg (two) and one each in Vryburg in the North Cape, and in Brakpan and Daveyton on Gauteng's East Rand.



In-store promotions and competitions bring additional energy to the store and generate sales and brand awareness for suppliers in this vibrant market.



With 4 700m² of trading area and 31 tills, the store is well-merchandised with excellent signage.



The store stocks a wide range of categories including personal care and haircare SKUs, giving suppliers a powerful route to market.



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PARTNERING WITH PEOPLE TO CREATE EXCEPTIONAL VALUE





The Meat Market is a big drawcard at the store, and sales data analysis ensures that a relevant range is stocked.

Biggest drawcards

Meat Market

The meat market is a big success – it goes the extra mile to deliver a range and service that works for its customers. It was revamped in 2021 and is growing steadily. “The butchery is a significant drawcard in the store,” says Van Vuuren. “We produce our own protein sausages which are extremely popular, both with the general public and street food vendors, who braai them and sell to passersby. We produce quite a range of processed meat products ourselves, which tend to be strong sellers for us. Pork chops are also very popular with the street braaiers and we prepare and sell a lot of pork products. In fact, we are the biggest retailer in volume of pork in the area.”

Van Vuuren says the butchery’s product range is constantly being reviewed for new opportunities, and at the moment they are considering extending their frozen product options, such as adding more fish and offal products. “Although offal is quite big now, there is more we can do,” he says. “With the

current chicken shortage because of avian flu, extending the frozen chicken range is a bit difficult at the moment, but we are exploring additional poultry products such as crumbed chicken nuggets.”



Fresh Produce

The well-stocked fruit and vegetable department contributes close on 8% of the store’s turnover, and the store is invested in increasing this growth. Customers can buy anything from one item of fruit or veg to a whole pallet.

Combo packs have also proven to be very successful in the fresh produce department. Van Vuuren explains, “We drive combos quite hard. They give both the store and customers the opportunity to increase the range of produce they stock and buy, respectively, at competitive prices. Our customers are careful shoppers and they know when a deal is good – we make sure our specials and combos are value-adding for our customers. The hybrid nature of our fresh produce department certainly gives us the competitive advantage in the area.”



The store is invested in increasing the growth of their fresh produce department.



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Supplier relationships

As with all Save-A-Lot stores, Food Town Hyper Khayelitsha taps into the CSH group's local, regional and national supplier network, gaining the advantage offered by the group's significant buying power.

At the same time, the store has three staff members in its buying team that sets up supplier grids with activities and activations relevant to its customer base and gives suppliers many opportunities to build their brands in the local community.

Van Vuuren says, "We're increasing our buying from local suppliers, and we're working in partnership to ensure their products and prices meet the needs of our customers. Bringing in more local suppliers is a win-win all round, for deliveries, supply chain logistics, pricing and supporting the local economy. We also work with all the leading brand suppliers. It's important for us to be able to deliver what our customers are looking for."

Community commitment

Community is key to this Khayelitsha store and their commitment to the community is not self-seeking. It is a genuine belief that, as a business within this environment, it has a responsibility to contribute to the wellbeing of the people of the area without preconditions.

"We don't blow our own trumpet to the community about our social initiatives – that's not what we're about, and that's not part of the community-focused approach that filters through all CSH and Save-a-Lot operations," says Van Vuuren.



Food Town Hyper Khayelitsha taps into the CSH Group's efficient local, regional and national supplier network, gaining the advantage offered by the Group's significant buying power.

“Bringing in more local suppliers is a win-win all round, for deliveries, supply chain logistics, pricing and supporting the local economy.”



Community is key to Food Town Hyper Khayelitsha, stemming from a genuine belief that, as a business within this environment, it has a responsibility to contribute to the wellbeing of the people of the area without preconditions.



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The store's initiatives include supporting local schools, old age homes and orphanages, creches, and a home for the disabled, with food items to a specific value on a regular basis and helping local NGOs that bring valid requests.

They also provide a daily soup kitchen for about 160 children aged 12 and under, which is run by three women chef employees. Nourishing meals are provided, and Van Vuuren says it is well attended by the local children, particularly during holidays when their school feeding schemes are closed.

Outside the store in an allocated space in the parking lot is a store-sponsored primary health care clinic that provides basic health screening services to the community and refers patients to hospitals or clinics if the results need further attention.

The store has installed a reverse osmosis water purification system and sells water at very affordable prices to customers bringing their own containers. This valuable service is making a big difference to many people in the area.

Being price competitive is a vital part of providing an excellent service to their customers and Van Vuuren maintains with confidence that Food Town Hyper Khayelitsha is the most cost-effective in the area. Regular price comparisons are conducted to make sure that the store delivers consistently on its 'trolley for trolley, best price guaranteed' promise to customers.



The store's initiatives include supporting local schools, old age homes and orphanages, creches, and a home for the disabled, with food items to a specific value on a regular basis and helping local NGOs that bring valid requests.

The store works with all leading brand suppliers in South Africa, to ensure they deliver the products their customers want and need.



The massive 'Win a Car' competition, which ran from October 2023 to March 2024. The vehicle with participating supplier brands was on display in the store and attracted great excitement and attention among the shoppers.



Stokvel clubs are an important customer segment for Food Town Hyper Khayelitsha. The store builds loyalty and trust through range, quality, delivery, pricing, and service excellence.

Stokvels

Stokvels are a significant part of the customer base. When stokvels open an account with the store, they become eligible for the product and pricing offers for stokvels. Communication to stokvels is made via SMS or WhatsApp.



Image by Michaeljung/123RF, www.unitrade.co.za/

In October 2023, Food Town Hyper Khayelitsha hosted a highly successful 'feel-good' stokvel event in October 2023 for about 250 stokvel members, to find out about their expectations and preferences for product options for their end-of-year shopping expeditions. The clubs were also treated to a carnival day of displays, demos and tastings by participating suppliers, with competitions and spot prizes, refreshments, and other engaging and entertaining activities. "We want our stokvels to know that they're important to us and to have a sense of belonging in this store," says Van Vuuren.

Tetra Pak South Africa joins the Proudly South African family.



Following the R500 million investment into its Pinetown plant Tetra Pak South Africa has officially become a member company of Proudly South African organization which was celebrated at an event recently in Johannesburg. In attendance was 1st Secretary of Trade and Economic Affairs, Swedish Embassy Mr. Martin Jornrud, representatives from various South African Government departments including the Department of Trade and Industry (DTIC), Department of Environmental Affairs (DFFE) and The Department of Trade and Industry in KwaZulu Natal, representatives from Business Sweden and Proudly South African and Tetra Pak customers.

Klaus Plenge, Managing Director of Tetra Pak Southern Africa, expressed his enthusiasm about the membership, saying that the company is thrilled to become a part of the Proudly South African family. In addition to the local supply, Tetra Pak exports products and is looking at broadening its footprint globally especially after the R500 million investment to upgrade its Pinetown plant.

This certification will also allow Tetra Pak customers to use the Proudly South African logo on their products that are produced at the Pinetown plant in South Africa.

Proudly South African welcomed Tetra Pak into its community, stating, that it was excited that Tetra Pak South Africa is now part of its network. Proudly South Africa seeks to influence procurement in the public and private sectors, to increase local production and to encourage consumers to buy local. This is in line with government's plans to revive South Africa's economy and create jobs.

Charles Manuel, Director at Invest SA, South Africa's pre-eminent investment promotion agency which falls under the DTIC, said it is important to retain and grow investment into the local manufacturing space by global brands.

The Proudly South African membership is a further indication of Tetra Pak's commitment to this market, following more than R500 million investment into its Pinetown plant in 2021.

Tetra Pak looks forward to leveraging on partnerships, forming more alliances, and receiving more support to be able to continue to create meaningful change and contribute to build a stronger, more resilient South Africa, where excellence and community empowerment go hand in hand.

Unlocking South African Growth





Effective solutions to reduce the cost of in-store refrigeration

Polyurethane Injected Panels

- Standard panels: Outer and inner skin of frost white Chromodek, also available in black finish.
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- High-impact PVC interlock profiles on all edges provides totally sealed insulation and a perfect vapour barrier.
- Tongue and Groove panel options available.
- Easily erected.
- Optional skin finish in Stainless Steel – Grades AISI 304 AIS 403.

Cold & Freezer Rooms



Floors – Fabricated and Concrete

Fabricated Floors

- The inside floor finish is 1.5mm Aluminium tread plate glued and screwed to a marine ply base.
- Galvanised plate options available in lieu of the Aluminium Chequer Plate finish.

Concrete Floor

- Concrete floors are used for flush or step-up entry and in permanent structures. Usually a recess of 150–170mm is used to accommodate the foam slab insulation and the concrete screed.



Meat Rails

- Hot Dipped Galvanised system.
- Support structure integrated into insulated panels.
- Optional free-standing continuous galvanised system with bends and switch gear.

Aluminium Chequer Plate

- Installed as an option to protect panels from scratches and light impact damage.
- 1.5mm and 2.0mm thick options.
- Standard height 1 250mm AFFL.



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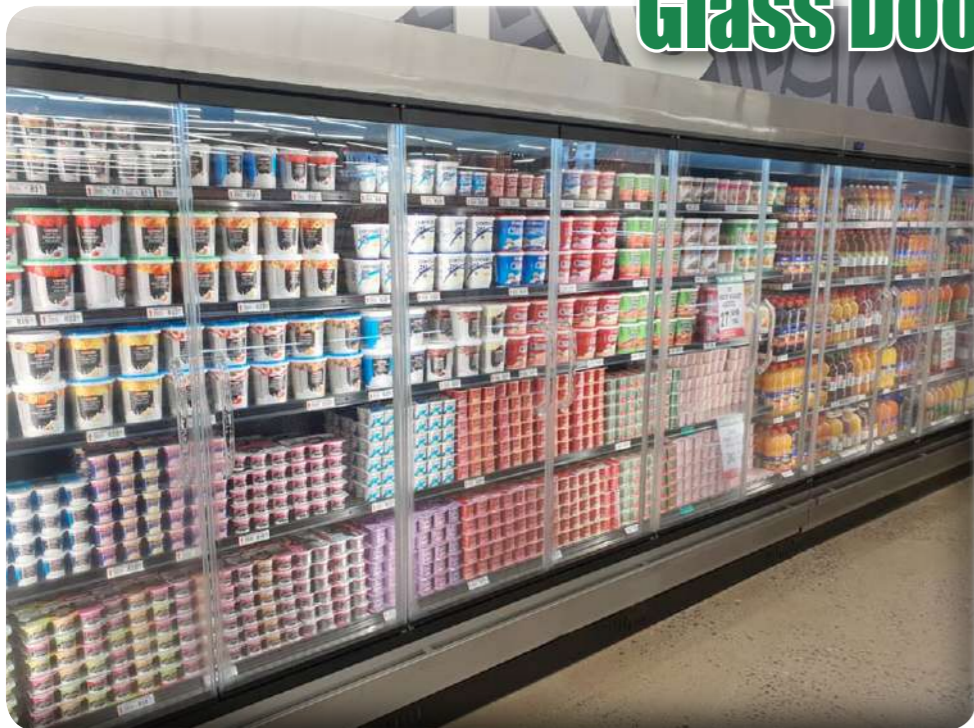


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Airshield Glass Doors



Ways to save

With energy cost rising and food retailers looking to improve the shopping experience 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.

Meanwhile, customers are able to clearly see and access the products on offer. Reduced energy requirements means smaller refrigeration plant selection for new stores. These savings will off-set the initial cost of the doors. Up to 40% reduction in refrigeration requirement has been achieved.



Standard Airshield Glass Doors with a Black Frame.
Heated Hybrid also available in this design.
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Community marketing

The store ensures that it stays in touch and engages with its target markets with a wide range of activations, opportunities to win prizes, as well as information about what's on offer at the store.

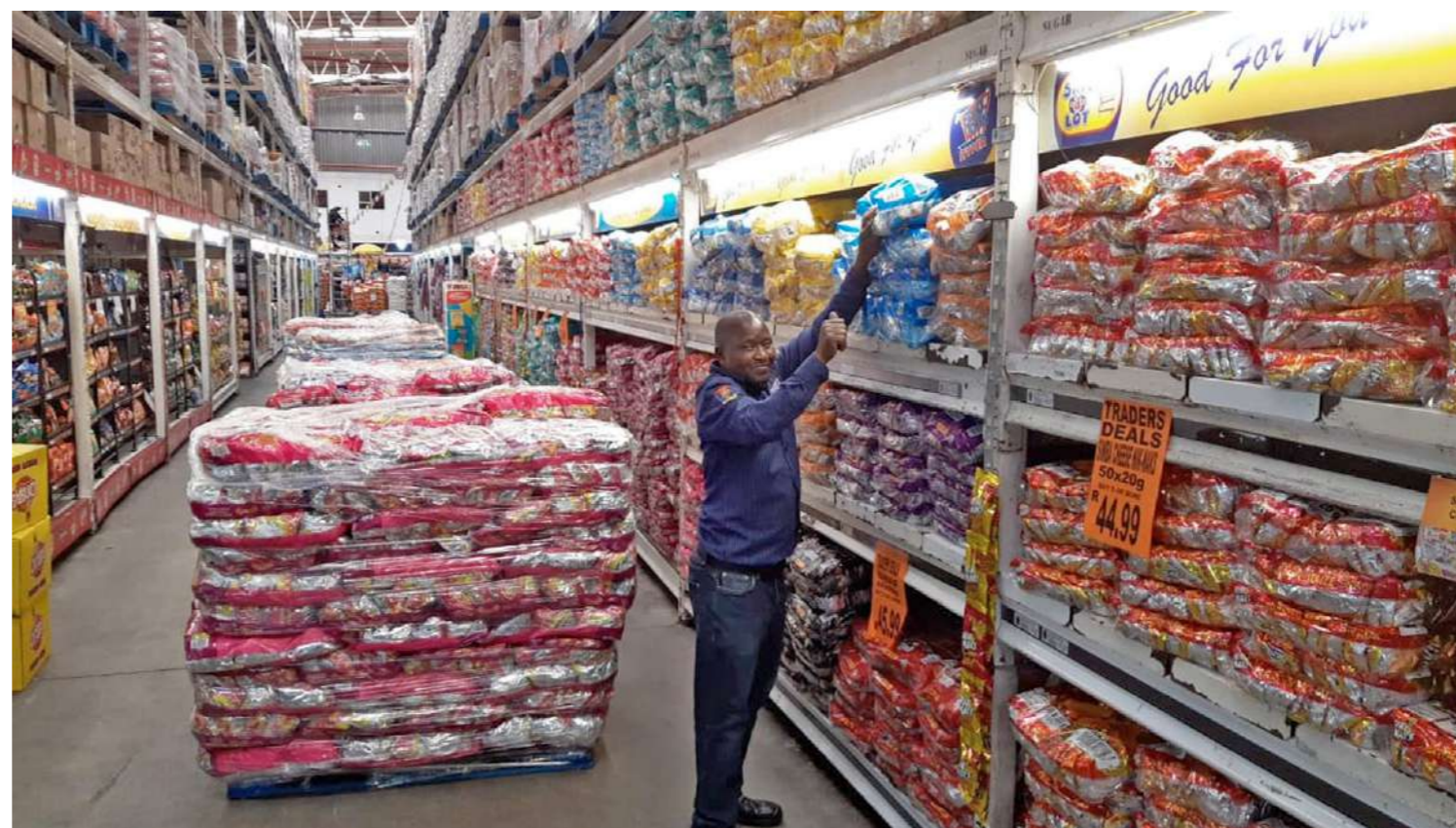
- A jumping castle is set up every day to provide welcome entertainment to children. Additional activities and entertainment are laid on for children over weekends.
- In-store entertainment includes a highly popular 'win and spin wheel' and 'pop a balloon' competition, as well as supplier initiatives to engage with the store's customers.
- A hugely popular competition is 'Win a Car' which ran from October 2023 until March 2024. The vehicle with participating supplier brands was on display in the store and attracted great excitement and attention among the shoppers.
- The store's marketing is constant – leaflets are printed every second week and distributed to homes, schools and businesses in the area and handed out at intersections. The store also advertises in the local newspaper, Bakani.
- Food Town Hyper Khayelitsha's Facebook page has many followers, and pamphlets, posters and information about events are regularly posted. WhatsApp is a primary method of communication and customers can opt in to a range of groups – including housewives, stokvels, butchery, groceries, and many others targeted to specific target markets.

Creating a meaningful presence

Van Vuuren says, "A lesson I learnt long ago from my father was that communication is not wasted. Even if a leaflet is dropped on the ground, someone might see it and the store will be top of mind to that person. It's all part of maintaining a meaningful presence among the people who are important to the store. This is our community, and it is our privilege to support them in many ways. We know that it makes a difference to all our customers."



The store provides thousands of shoppers with a well-rounded shopping experience each month, with around 12 000 SKUs across a wide range of categories and a commitment to service excellence that builds loyalty for both the store and the brands it stocks.



The store's wholesale/bulk offering, which attracts local schools, shisanyama street braaiers, and NGOs, as well as traders and stokvels from further afield, presents opportunities for suppliers to expand their footprint in this high-volume market.

SR



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Polyurethane (injected) modular
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key benefits

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