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Store design ...

Solutions to grow retail and wholesale business in a tough economic environment

Cold & alcoholic beverages ...

Salut! The local beverage industry raises a glass ... and the bar

Supply chain: Stokvels ...

Flexing financial muscle

Stokvels presence on the rise

The dairy landscape ...

The milk & dairy industry is the fourth largest SA agricultural sector.



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FEATURES

Store design solutions

A well-laid out store will build customer loyalty and cultivate behavioural patterns that increase sales and help bring your customers back on a regular basis. It might be a good time to scrutinise the message that your store's design is sending, and whether it is achieving the core principles of good store design.

The store design experience

By collaborating with suppliers, retailers can create curated experiences in-store that are both cost-efficient and engaging for customers. Immersive and interactive spaces allow shoppers to experience products firsthand through activities such as recipe workshops, live demonstrations, and VIP events.

Cold & alcoholic beverages

Salut! The local beverage industry raises a glass ... and the bar. Agile, forward-thinking retailers must stay abreast of the sentiments expressed on social



Roberto Caucino,
www.canva.com

media by younger consumers – keeping their finger on the pulse of popular opinion, innovations, and fast-moving trends.

Stokvels flex financial muscle



www.sowetanlive.co.za/

Deeply ingrained in South African culture, with origins in livestock purchases, the stokvel concept continues to evolve from serving as a way to save money and buy groceries and other fast-moving consumer goods, to paying for cars, travel, weddings and even funerals.

The 2024 dairy landscape

The milk and dairy industry is the fourth largest agricultural sector in South Africa. It contributes to the economy through food security and export earnings. It comprises a variety of economic activities, with significant differences between farming methods and processing of dairy products.



By Africa Images, www.canva.com

Pest control & hygiene

SA health regulations stipulate clear guidelines for businesses in the food

and health sectors. The guidelines are designed to ensure the safety and well-being of consumers and employees. In addition to penalties, businesses could potentially face legal action if pest-related problems cause harm to a customer or an employee's health.



<https://thedeclaration.com/>

COLUMNS

Delight your customers

Aki Kalliatakis talks about Hindsight Bias in marketing psychology – the practice of aligning your content, communication, and strategies with the many predictable, often subconscious, human behavioural patterns that have been identified through experimentation and research.

NEWS

Beer in SA: Double the pain

The burden of unpredictable excise taxes & high inflation on beer producers & consumers.

Food safety

Understanding the Independent Meat Inspection Scheme (IMI Scheme)

Cracking the retailer

Retailers are notoriously hard to sell to. So what should you pitch to open the door?





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Helen Maister

I had the pleasure of joining food lovers from all walks of South African life at a big brand heritage cook-off and fun day today. Everyone came in their heritage attire, full of great energy and laughter.

What struck me most was the camaraderie – people connecting regardless of where they came from or their political views.

Everyone was proudly South African before anything else, and that was the true star of the day.

You can feel it in the air – a shift. It’s a little warmer, and as I write this, we’ve had uninterrupted electricity for 183 days, 11 hours, and 12 minutes – knock on wood! Unless, of course, your landlord doesn’t pay their municipal bills, as my teammate mentioned today. And while some are still criticising Manie Libbok (SA vs Argentina), we beat the All Blacks again. Add to that a cut in the interest rate, and business feels more buoyant than it has in a while.

There’s a good vibe in South Africa. I know there are factions that thrive on dividing people for their own gain, but our united spirit will prevail.

Store design solutions for growing your retail and wholesale business in a tough economic environment

The importance of good store design and layout cannot be over-emphasised. A well-laid out store will build customer loyalty and cultivate behavioural

Flavours of unity. Taste of home

patterns that increase sales and help bring your customers back on a regular basis. Good store design highlights different departments such as a beautiful bakery, the crisp quality of fresh produce, a well-stocked butchery and an innovative deli, displaying the full range on offer as customers proceed on their shopping journey through the store.

Salut! The local beverage industry raises a glass ... and the bar

The South African beverage industry is in an intriguing place. Significant investment from both local and international sources and numbers that point definitively towards growth by a new breed of consumer: sober-curious, health-conscious, and moderate drinkers are a growing force.

Tapping into this new consumer behaviour, the beverage industry has responded with increased product development, novel offerings, and an innovative approach to capturing new markets.

Flexing financial muscle ... Stokvels presence on the rise

In this challenging environment, saving becomes a daunting task for many. According to Joankie Makwakwa, founder and CEO of KasiConvocation, an online platform dedicated to aiding stokvels, there is a growing trend of individuals seeking solace in stokvels as a means of financial respite.

“In the past, a minority of people participated in grocery stores, for example, while the majority focused on generating secondary income streams through rotating savings stores and long-term investments, particularly for property acquisitions. However, this dynamic shifted with the surge in inflation,” Learn more...

The 2024 dairy landscape

Milk production is the fourth largest agricultural sector in South Africa. The milk and dairy industry contribute largely to the South African economy through food security and its dairy products export earnings. In June 2024 South Africa’s Concentrated Milk exports accounted up to R83.6M according to The Observatory of Economic Complexity (OEC).

The complexity of maintaining pest control and hygiene

When considering hygiene and pest control, it is important to keep what happens behind the scenes confidential.

Consumers only want to see a clean, hygienic, and pest-free environment, so what goes into achieving this? And just how achievable is it to maintain a completely pest-free and clean space?

Helen Maister

Helen Maister



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Hindsight bias from psychology of marketing ... Post rationalisation

How behavioural economics and 'being human' affects your business.

By Aki Kalliatakis

We humans have the tendency to convince ourselves that we accurately predicted an event ... but only after the event occurs.

It's a systematic error called hindsight bias, or the "I-knew-it-all-along" effect, and it affects how we view the past ... but also how we view the future: We convince ourselves that we knew what was going to happen, and then we start to think that we can predict other events. This can lead to overconfidence, which often leads to unnecessary risks and poor decisions.

Here's an obvious example ...

“Before going out of business, 77.3% of entrepreneurs believed that their startup would become a success. However, after the startup failed, only 58% said they had originally believed their startup would be a success.”

“I told you!” or “I knew that would happen!”
Ever heard people say things like this right after something remarkable happened?



Image by www.freepik.com

Marketing psychology is the practice of aligning your content, communication, and strategies with the many predictable, often subconscious, human behavioural patterns that have been identified through experimentation and research.

There are two reasons we fall for this bias ...

We need a predictable world. Our brain doesn't like unexpected outcomes because they trigger stress and negative emotions.

We want to protect our ego. Research shows that when the results of people's own choices were positive, decision-makers showed hindsight bias ("I knew I would succeed"). When the results were negative, decision-makers did not show hindsight bias.

Leveraging hindsight bias can help marketers create messages that resonate with their audience ... but also create pleasant post-purchase emotions that keep customers coming back and incentivise word-of-mouth. Let's see how that might look in practice...

NOTICE OF THE 2024 ANNUAL GENERAL MEETING



The Wholesale and Retail Sector Education and Training Authority (W&RSETA) hereby gives notice to its constituent organised employers, organised labour, community-based organisations, and other key stakeholders within the Wholesale and Retail Sector for the 2024 Annual General Meeting (AGM). The AGM will be convened in accordance with clause 15 (1) (c) (d) of the W&RSETA Constitution to consider and adopt the following mandatory documents:

- Annual Report of the Accounting Authority's Affairs for 2023/2024
- Audited Annual Financial Statements of the Accounting Authority for 2023/2024
- Report of the Auditor-General on the Accounting Authority for 2023/2024
- The W&RSETA Strategic Plan (2020/2021 – 2024/2025), Annual Performance Plan, and Budget (2024/2025) for recommendation and approval by the Director-General of the Department of Higher Education and Training.

The AGM will be convened as follows:

Date: 17 October 2024

Venue: Century City Conference Centre, Cape Town, Western Cape

Time: 16H00 for 17H00

Registration: 16H00

RSVP by 10 October 2024
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Three tactics for using hindsight bias

Educate to reduce regret.

For high-priced and high-commitment purchases, offer resources that help potential customers make informed decisions.

By providing clear information, you can reduce the risk of buyer's regret. Later, when they reflect on their purchase, their hindsight bias will work in your favour. They'll be more inclined to think, "I knew I made the right choice," which can lead to positive word-of-mouth and increased brand loyalty.

Your product performance will impact hindsight expectations.

Before buying your product, consumers will predict the performance of your product. But after experiencing the product, their hindsight expectations can be distorted by the product's performance. Generally speaking, expectations of consumers will be higher when the satisfaction is high, and lower when the product quality is poor ... regardless of their initial foresight before buying the product.

Lesson? Don't be too humble. If you usually tone down your promises to avoid disappointing customers, try making bigger claims. Users will adjust the expectations they had about your product before buying based on the experience they get.

Remember, though: "Don't be too humble" does not mean you're allowed to scam people.



At its core, colour psychology is based on the principle that colours can psychologically impact viewers, affecting their mood and purchasing decisions, due to the way our brains process colours and the associative connections we have with them. Colours are often associated with feelings or ideas. For instance ...

Warm colours like red, yellow and orange can create feelings of warmth and comfort but can also stimulate and energise the viewer. These colours often grab attention quickly, making them useful for calls to action or during clearance sales.

Cool colours such as blue, purple and green typically create a sense of calm and trust. Banks and healthcare companies frequently use them to promote safety and reliability. www.husamjandal.com/psychology

Reinforce their past hindsight predictions with customers' stories

Chances are that your customers tried other solutions before yours. And if they're still looking for a solution like yours, they have probably been disappointed in the past. Use testimonial stories to remind them of past painful situations where they wished they acted differently or wished they acted sooner so you can motivate them to buy your product now. **SR**

<https://thedecisionlab.com/>



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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Store design solutions for growing your retail and wholesale business in a tough economic environment

The importance of good store design and layout cannot be over-emphasised. A well-laid out store will build customer loyalty and cultivate behavioural patterns that increase sales and help bring your customers back on a regular basis.

Good store design highlights different departments such as a beautiful bakery, the crisp quality of fresh produce, a well-stocked butchery and an innovative deli, displaying the full range on offer as customers proceed on their shopping journey through the store.

There is no denying that FMCG retailers and wholesalers are dealing with the economic constraints being experienced by many consumers in South Africa. However, post-Covid and post-election sentiment is more positive. In light of this, it might be a good time to scrutinise the message that your store's design is sending, and whether it is achieving the core principles of good store design by creating ...

“... an appealing first impression, making the best use of trading space, creating an easy and efficient navigation and flow through the store, building and maintaining your brand's visual identity, highlighting products and departments, and creating the best shopping experience possible for your customers.”



www.oracle3d.co.za/retail-stores

Visit the Hyper Paint store at The Glen Shopping Centre to experience a taste of their colour range – in a never before seen display. Every detail of this shop will wow you!

Store design goes hand in hand with equipment, be it check outs, shelving, counters, flooring, lighting, refrigeration – all the store fixtures to optimise the physical shopping experience and drive revenue growth and profits for your business.

For retailers and wholesalers, a store revamp with improved layout and design has numerous benefits, and taking advantage of new developments in display and checkout equipment can pull more feet through the door and increase sales on the floor.



Repurposed empty paint containers were used to create a chandelier, highlighting the vibrant energy of the Berger Paint Studio and showcasing the brand's eco-friendly values. The result is visible from the exterior of the store. www.dartdesign.in/berger-paints.php

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Positive changes in the market create an environment for enhanced store design

We are already seeing positivity in the market as retailers look to take advantage of post-election optimism. Covid was actually a boom for retailers because retail was just about the only activity that people could spend on during lockdown. Though last year's Black Friday sales were disappointing, retailers are realising that Black Friday is nowhere nearly as attractive locally as it is overseas.

Creating an experience

To turn things around, retailers need to offer their customers 'an experience' – which is where clever store design, fixtures and fittings and other equipment come into the picture.

One of the key trends being noticed as we exit the tumultuous late-2023 and early-2024 period is that customers don't want to walk into the cold, clinical supermarket environments of the past. Clients want ambiance and they want to interact with merchandise in a new way; that's what retailers and their shopfitting suppliers need to focus on going forward.

According to www.insightssuccess.com (*Innovative Retail Store Design Trends for 2024 and Beyond*), the latest trends in store design and equipment choices for supermarkets and retailers in South Africa reflect a blend of technology, sustainability, and personalised customer experiences, all aimed at enhancing the shopping environment.



In Jumbo Goodmans Butchery, the design elements work together to elevate the retail space beyond the conventional retail setup and make each visit an experience rather than just a transaction.

One key emerging trend is the integration of advanced technologies such as smart shelves, digital price tags, and augmented reality displays, which enhance interactivity and improve customer engagement. Retailers are also increasingly using flexible store layouts, allowing them to adapt their space easily for new product displays, promotions or seasonal changes, keeping the shopping experience fresh and dynamic.

SPAR Pharmacy in Bedfordview has recently changed with a design that borders on a day spa feeling, featuring modern seating areas that set it apart from traditional pharmacies. Similarly, Jumbo Goodmans Butchery in Sandton now offers a

boutique experience, with custom dry-ageing meat sections, a full bakery and a wine section, all designed with contemporary, European market-inspired shopfitting.

Equipment trends in retail design

Retail equipment design that works effectively for your floorspace should play a critical role in enhancing both the functionality and aesthetics of your store, driving sales and improving the customer experience. The right

equipment helps to optimise your layout, make efficient use of space, and highlight products in ways that encourage purchases.

Modular shelving and fixtures. According to www.retailtouchpoints.com (*6 trends driving store design innovation*), a key consideration is flexibility in equipment design. Modular shelving and fixtures, for example, allow retailers to quickly adapt their layout to accommodate new product lines, seasonal changes and promotional displays. This keeps the store looking fresh and also helps maximise sales opportunities by enabling easy reconfiguration based on customer flow and shopping patterns.

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The Eagle Lighting projects division supplies a wide variety of commercial luminaires including High bays, Vapour Proof's, Profiles, LED Tape-light, Downlights, Exterior Luminaires, LED Panels, and more.



Smart shelving which incorporates digital price tags and sensors is gaining popularity. These shelves streamline price updates and track inventory in real time, providing valuable data on product performance and customer interaction. This technology ensures that high-demand items are always in stock and displayed prominently, while slower moving products can be rotated or replaced efficiently, maintaining a dynamic and responsive retail environment.

Cold display cases and refrigeration units that are both aesthetically pleasing and functional are crucial for supermarkets and stores that sell perishable goods. Energy-efficient designs with clear glass doors, LED lighting, and customisable shelving reduce operational costs while drawing attention to the displayed merchandise such as fresh produce, deli items and ready-made meals.

Smaller, portable fixtures and display units can also be used to create focal points within the store. These moveable units allow retailers and wholesalers to experiment with different layouts and product placements, helping to identify the most effective arrangements for customer engagement and driving sales.

This approach keeps the store looking fresh and encourages customers to explore different areas, increasing the likelihood of impulse purchases. The visual appeal of these units plays a significant role in influencing purchasing decisions, as well-displayed products are more likely to attract customers' attention.



Cold display cases and refrigerated units that are both aesthetically pleasing and functional are crucial for supermarkets and stores that sell perishable goods. Energy-efficient designs, LED lighting, and customisable shelving reduce operational costs while drawing attention to the displayed merchandise. Checkers Kayalami. <https://euroconcepts.co.za/>

Mobile checkout counters and self-checkout kiosks. Another rising trend is the integration of cash management and automation technology at the point of sale (PoS). Mobile checkout counters and self-checkout kiosks reduce wait times and improve the overall flow of the store. By placing these systems strategically within the floorspace, retailers can manage customer queues more effectively, making the checkout experience smoother and more efficient.

Morné Liebenberg, Managing Director at cash automation specialist Clyronex, explains "PoS

cash automation is a great leap forward for both the customer and the retail business. Using dedicated cash automation equipment at the PoS and at self-checkout counters works with your back-office cash recycler to deliver a more robust and complete cash management system. It eliminates any errors when giving customers change and avoids cashiers having to handle cash, as the cash is deposited directly into the device by the customer and the customer receives change from the device."



Morné Liebenberg

New store designs are increasingly incorporating self-checkout kiosks equipped with AI and machine learning, further streamlining the checkout process and enhancing the overall customer experience. In addition, retail spaces are being designed to accommodate integrated PoS systems that seamlessly connect with online and mobile platforms. This design approach supports an omnichannel shopping experience, blending physical and digital interactions.

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Store lighting makes the difference



Klaus Ritschewald

One aspect often overlooked in the store design evolution is lighting. Klaus Ritschewald, Managing Director of retail lighting specialist EuroConcepts, says that lighting is unfortunately one of the first casualties of South African retailers' cash crunch, despite being such an effective way to reverse it. "Retailers are under significant cost pressure because of the economic downturn and reduced consumer buying power, making it an industry-wide challenge." Ritschewald continues ...

“While looking for ways to cut costs, retailers still strive to create an inviting shopping experience for customers, though not all are equally attuned to these nuances, so careful guidance is essential, especially when considering where to make cuts.”

“For instance, while lighting is often overlooked, it should be the last area to reduce costs compared to elements such as flooring. After all, even the most beautiful floors lose their impact without the proper lighting to showcase them.”

Proper lighting can direct customers' attention, emphasise high-margin items and create a welcoming ambience that encourages longer store visits. For example, LED lighting in display cases highlights products and enhances their appearance, making fresh produce look vibrant and appetising.



The Luna sphere combines light, air and sound to create a living, pulsating object. www.occhio.com/

Poor lighting, on the other hand, can make a store feel uninviting, and can directly impact sales and customer satisfaction.

Effective use of lighting sets the mood of a store, whether through warm, inviting tones that make a space feel cosy and comfortable, or brighter, cooler lighting that conveys modernity and clean-

liness. Thoughtfully designed lighting can also evoke emotional responses, enhancing the appeal of products and encouraging customers to spend more time browsing, boosting sales.

“Lighting is not just about visibility, it's a tool for storytelling and brand differentiation. Different lighting techniques, such as spotlighting, accent lighting, and ambient lighting, can be used to create distinct zones within a store, guiding customers through a carefully curated path that maximises their experience.”



The Good Wine and Cigar Boutique. www.oracle3d.co.za/retail-stores

“For example, dim lighting in a wine section can create a more intimate feel, while bright, crisp lighting in fresh produce areas can emphasise quality and freshness. This strategic use of lighting enhances product presentation and creates a memorable and enjoyable shopping environment that sets a retailer apart from its competitors.”

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Top three retail lighting equipment trends in South Africa

Ritschewald says three of the top retail lighting equipment trends in South Africa are glare-free lighting, sustainable fittings, and decorative lighting.

“A major focus in retail lighting is the move towards glare-free solutions. Traditional fittings with fluorescent tubes and reflectors have evolved into advanced LED options that minimise glare, creating a more pleasant experience on the shop floor. Modern fittings, including spotlights, downlights, and linear lights, now use lens technology instead of reflectors to control light direction, creating a more comfortable environment and preventing stray lights from catching the eye.

“Although not yet a dominant trend in South Africa, sustainable lighting solutions are gaining traction globally, particularly in Europe. The emphasis is on fittings that are renewable or have minimal environmental impact, rather than those that need to be disposed of entirely.”

“As awareness grows, sustainability will become a more significant consideration in local retail lighting decisions.

“While LED lighting is highly efficient, it can often create a clinical feel. Incorporating decorative fittings adds warmth, colour and softness, creating a visually appealing contrast to the starkness of standard LED lights. Retailers are encouraged not



Starbucks Reserve New York Roastery isn't your average Starbucks. Dive deep into the world of coffee with an experience designed to educate and inspire, from bean roasting to the art of the perfect brew. www.linkedin.com/in/dan-andersson

to overlook these impactful lighting elements. Even though non-essential, they contribute to a more inviting and engaging shopping atmosphere.”

To differentiate, be different

If you want to make your store stand out, store design will make the difference. Retailers can tailor their store designs to reflect and cater to the local community. For example, incorporating culturally relevant products, décor, and design elements, such as specific spices and flavours for an Indian community in KwaZulu-Natal, can make a store feel more personal and inviting. This approach



fosters a deeper connection with customers and sets the store apart.

Creating an ‘Instagrammable’ experience is another way of engaging consumers. Post-Covid customers need more incentives to visit physical stores. To draw them in, retailers could create visually appealing, ‘Instagrammable’ spaces that encourage customers to share their experiences on social media. Whether through unique displays, engaging layouts, or interactive elements, the goal is to make a store a destination that people want to talk about and share, enhancing both foot traffic and marketing reach.

It is also essential to select a clear design direction – whether it’s convenience-focused or boutique and experiential – and ensure that it is cohesive and welcoming. Avoid clinical, harsh white lighting; instead, opt for warmer hues to create a picture-friendly environment. Incorporate organic materials such as wood finishes, greenery, and controlled pops of colour to make the space feel fresh and vibrant. This kind of thoughtful design enhances the in-store experience and reduces the need for traditional marketing by leveraging the power of social media.

Sustainable retail equipment

Sustainable equipment is essential in effective store design as it addresses environmental concerns, enhances brand reputation, and meets the growing expectations of eco-conscious consumers. By integrating sustainable practices, such as energy-efficient lighting and reusable fixtures, retailers and wholesalers can reduce operational costs while appealing to a market that's increasingly driven by environmental values.

Sustainable store design isn't just about aesthetics; it aligns a brand with values that resonate with consumers, creating loyalty and setting the store apart from competitors. This approach is especially crucial as South African retailers face pressure to differentiate themselves in a market still adapting to global sustainability trends.

For lighting, South African retailers could consider advanced LED solutions equipped with controls and sensors that adjust lighting based on occupancy or available natural light, significantly reducing energy consumption. This minimises environmental impact while also cutting utility costs and providing a direct financial benefit.

Retailers can prioritise using materials that are recyclable, locally sourced, or have minimal environmental impact, such as non-toxic, bio-based options that contribute to a lower overall carbon footprint. Emphasising renewable energy sources, such as solar panels, and integrating mechanical systems that optimise ventilation and energy metering, further contribute to a store's sustainability profile.



Something different from EuroConcept's normal brief ... suspended luminaires were used as a car park lighting solution at Save Hyper in Pietermaritzburg. <https://euroconcepts.co.za/>

"Modular fixtures that allow for reconfiguration can extend the life of store equipment, reducing waste and adapting easily to changing retail needs," says EuroConcepts' Ritschewald. "By incorporating sustainable materials and practices into the core of their design, retailers can create spaces that reflect responsible consumption and environmental stewardship."

Transparent communication of these sustainability efforts through in-store displays, and marketing can also educate and engage customers, reinforcing the store's commitment to green practices. This approach improves the shopping experience and bolsters a retailer's image as a forward-thinking, responsible business, driving long-term success in a competitive market.



Enhance your retail experience! Step into a world of innovation and freshness at the Apple Tree Grocery Store, where every aisle shines bright with industry-leading LED luminaires. <https://euroconcepts.co.za/>



Ralph Lauren in Soho, New York, offers more than classic Americana – it's a lesson in timeless style and brand storytelling. www.linkedin.com/in/dan-andersson



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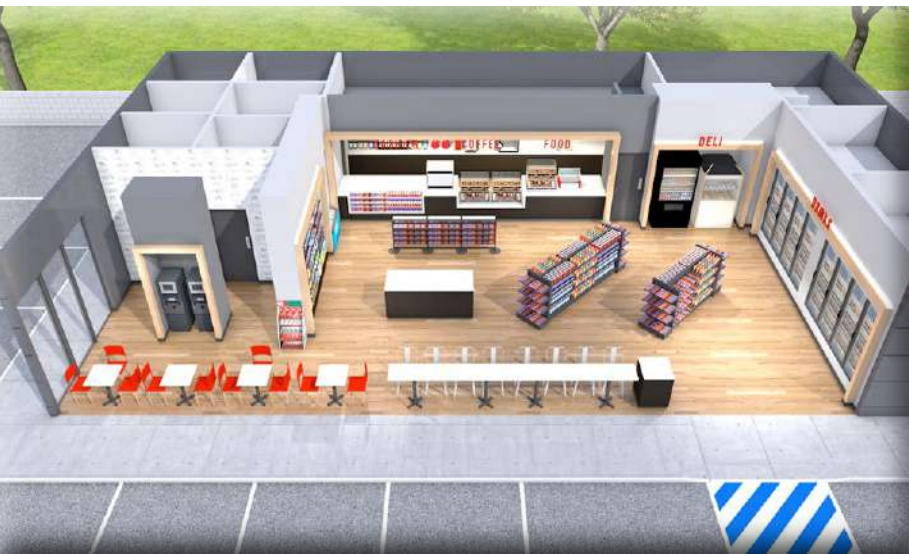
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Grocery PopUp Store in Soho, New York. For a taste of the local and the fresh, this is a must-visit. It's a temporary fixture with a permanent impact on how we view grocery shopping. www.linkedin.com/in/dan-andersson



Step into Golden Goose's innovative 'Forward Store' at 468 Broome Street, New York, and experience the fusion of sustainability and luxury fashion. This boutique is not just a retail space but a hub for co-creation and commerce, where you have the opportunity to repair, remake, and recycle your favourite pieces. A highlight of the store is its interactive touch screen, which allows you to custom-design your shoes, adding a personal touch to your luxury fashion experience. www.linkedin.com/in/dan-andersson

Closing key points for efficient, effective store design

Store design has emerged as a critical factor in driving customer engagement and boosting sales. By prioritising innovative equipment and lighting solutions, retailers and wholesalers can create memorable shopping experiences that resonate with consumers who are seeking more than a transactional environment.

Advanced technologies, flexible store layouts, and the strategic use of lighting are redefining the retail space, making it more interactive, personalised, and efficient. The focus on sustainability further aligns local retailers with global trends and consumer expectations for environmentally responsible practices.



You can book a virtual appointment with a brand specialist to discover the World of Ralph Lauren collections. This way you can identify what you need for the season ahead, have styling consultations, get help with gift-giving needs, and more – all from the comfort of your home. www.ralphlauren.com/

Retailers and wholesalers that embrace these design and equipment trends have more opportunities to stay competitive, creating spaces that are functional as well as inviting and distinctive. Whether it's through implementing modular fixtures, sustainable lighting, or integrated PoS systems, the goal is to enhance the shopping experience, making each visit feel unique and engaging.

By doing so, retailers and wholesalers can weather the challenges of the current economic climate and build lasting connections with their customers. As South Africa moves beyond its recent economic and political hurdles, stores that invest in thoughtful, innovative design will be best positioned to capture consumer loyalty and thrive in an increasingly competitive market. **SR**

Additional Sources:

- www.resonai.com/blog/importance-of-store-layout
- www.retaildesignlab.be/en/tools/designer-tools
- www.rockfon.co.uk





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Eurolux welcomes the new lightbulb legislation

Have you heard about the new legislation that came into effect in May this year, governing the import of lightbulbs?

Until now there has been no standard minimum efficacy requirement on light bulb imports, which means you could easily buy lightbulbs that are exceptionally inefficient – they may burn brightly but the wattage consumption is high, so they use much more power than necessary.

They often are of an inferior quality and pose heat and safety risks.

The South African market is flooded with lightbulbs which will not stand up to scrutiny for safety and longevity, are potentially harmful and highly inefficient, chewing through consumers' power at a time we can ill-afford to waste electricity.

What does it mean to consumers?

The new legislation is a game changer – it ensures that South Africa's standards are aligned with international markets and that all imported lightbulbs are efficient, safer and meet the minimum efficacy requirement to be legally imported.

Part of the new law is that a lightbulb must retain its advertised brightness level – the lumens value indicated on the box – for the full lifetime, whether it is 15 000 or 25 000 hours, and will not dim with age, which often happens.



The new minimum Rated Efficacy requirement works as follows ...

- Efficiency refers to energy usage of a lightbulb – so the light it provides relative to the power it consumes.
- Light is measured in LUMENS and power in WATTS.
- For any given lightbulb, by dividing the lumens output by the watts rating we get the lumen per watt rating.

Example: A 540 lumen, 6W A60 spec lightbulb works out as follows ...

$$\frac{540 \text{ lumens}}{6 \text{ watts}} = 90 \text{ lumens/watt}$$

From May 2025, any lightbulb that does not meet the new specification of 90lm/W should not be available in South Africa. This will last for two years, after which the even stricter specification of 105lm/W will apply.

Certain specialised lightbulbs will be exempted from the new efficiency rating, such as colour lightbulbs and heat lightbulbs. These packs will need to clearly feature a statement to confirm that the lightbulb is 'not intended for general illumination purposes'.

What can customers expect?

The switch will be smooth and simple: All the regular-shaped CFL and Halogen lightbulbs that have been available up to now will be easily replaceable with an LED alternative, right through to the vintage look carbon filaments, which are already available in LED filament and beautiful amber shades.

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Eurolux has been a lighting supplier for over 30 years, and currently services 4 000 stores in Southern Africa, including retailers, wholesalers and many online retailers.

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Julia Baker

The store design experience

The retail industry in South Africa has seen considerable change in the last year, spurred by a race to maintain profitability and drive growth. A key focus has been on increasing foot traffic in stores.

As a result, retailers and supermarkets have begun revamping their store designs to better meet the changing demands and needs of their customers.

Cleanliness

With customers' minds still on the pandemic, retailers need to use new tactics to maintain an atmosphere of tranquillity and sanitation without being too direct. Store design must prioritise clear health and safety measures as customers seek reassurance that their well-being is of top concern. Retailers have a responsibility to address these concerns by including visible sanitation stations, frequent cleaning protocols, and the incorporation of touchless technologies like automatic doors and contactless payment options.

Store design and experiential areas

In addition to prioritising health and safety, retailers are now focusing on creating distinct and unforgettable experiences to entice customers



Image by Cheung Yin, Unsplash

back to brick-and-mortar stores. These experiences go beyond the old traditional concept of shopping.

By collaborating with suppliers, retailers can create curated experiences in-store that are both cost-efficient and engaging for customers. Immersive and interactive spaces allow shoppers to experience products firsthand through activities such as recipe workshops, live demonstrations, and VIP events. For instance, retailers can use upcoming holidays or special occasions as monthly themes to showcase various products in a dynamic yet organised manner.

Immersive and interactive spaces allow shoppers to experience products firsthand through activities such as recipe workshops, live demonstrations, and VIP events.

By utilising targeted and organic design elements, overlooked products can be emphasised through clever and appealing merchandising displays strategically positioned throughout the store.

Optimising spaces

One of the main perks of larger retail spaces is the ability to explore a range of layout possibilities. These areas have the capacity for multiple departments, unique product displays, and spacious aisles.

Themed zones, branded areas, and interactive features can be used in these areas. After all, every customer desires an exceptional shopping experience.

When designing and laying out smaller stores with limited space, it is important to take a more strategic approach. Making the most of every



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square metre becomes essential. This can be done through compact shelving, intentional product placement, and utilising vertical space creatively.

Implementing clear signs greatly assist with navigation, guaranteeing that customers have no trouble finding products, particularly when items are shifted and shelves are restocked. It also cuts down on time for customer searching for items.

Add a personal touch

The largest demographic of spenders, the millennials, prioritise convenience and personalisation above all else in their shopping preferences. To appeal to various tastes and requirements, store layout should be tailored accordingly. Incorporating uncomplicated in-store amenities can make your store a favourite destination for millennials.



Reverse vending machine located in Woolworths Hout Bay. www.bizcommunity.com/

For instance, Woolworths has introduced recycling machines for plastic bottles, which align with this generation's interest in eco-friendly initiatives. This added convenience of being able to recycle while shopping is highly attractive and can bring in more customers.

Using e-commerce

E-commerce is now a norm and retailers are seeking fresh and inventive methods to effortlessly combine their digital and physical outlets, while incorporating online expansions of their brick-and-mortar locations. Shoppers deserve to have equal trust and confidence in online shopping as they do in physical stores. Therefore, ensuring digital safety and security is crucial.

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Similar to brick-and-mortar shops, it is important for virtual stores to make their promotions and special deals easily noticeable for customers browsing online.

Just as with a brick-and-mortar store, the design of an online store should be effortless and user-friendly, having well-defined categories and departments for easy navigation. Naturally, both visuals and pricing must be consistently updated.

Eco-consciousness

As sustainability and ethical practices continue to gain importance in the minds of consumers, incorporating these values into store design can be a compelling draw for customers. Using eco-friendly materials, installing energy-efficient lighting, and embracing sustainable principles during construction and operations, shows a dedication to environmental responsibility.

Innovative and experiential store design

Smaller retail stores should incorporate interactive boutique experiences. They can select a best-selling product and build an immersive encounter around it, such as showcasing the process of roasting and grinding specialty coffee beans. Another option could be setting up a daily dinner inspiration area where customers can find recipes and a shopping list. The key is to utilise creative store layout to promote unique experiences.



An interactive in-store boutique experience could showcase the process of roasting & grinding specialty coffee beans.

The coffee roasting process follows coffee processing and precedes coffee brewing using raw beans. It consists essentially of sorting, roasting, cooling, and packaging but can also include grinding in larger scale roasting houses. Photo & caption: <https://chiassocoffee.com.au/>

Strategic placements

In the fiercely competitive retail industry, strategic product placement is a crucial factor in enticing customers, guiding their buying choices, and boosting profits.

As a result, supermarkets and wholesale stores continuously work to perfect the arrangement and placement of products to provide shoppers with a fast and easy shopping experience.

As the market and shopper preferences continually change, remaining updated on industry trends and adjusting placement tactics is crucial for retailers and wholesalers to succeed in the highly competitive retail market.

Becoming a leader in product placement

Gain insight into shopper behaviour by analysing customer flow patterns, identifying popular aisles, and high-traffic areas. Use data analytics to strategically position products in the most favourable locations based on shopper preferences.

Maximise shelf positioning according to the 'eye-level is buy-level' principle, putting top-selling and high-profit items at eye level for maximum visibility and convenience.

Cross-merchandise by strategically grouping complementary products, such as crisps near the salsa section and batteries near electronic devices, customers are more likely to make multiple purchases. This approach not only adds convenience for shoppers, but also contributes to larger baskets.

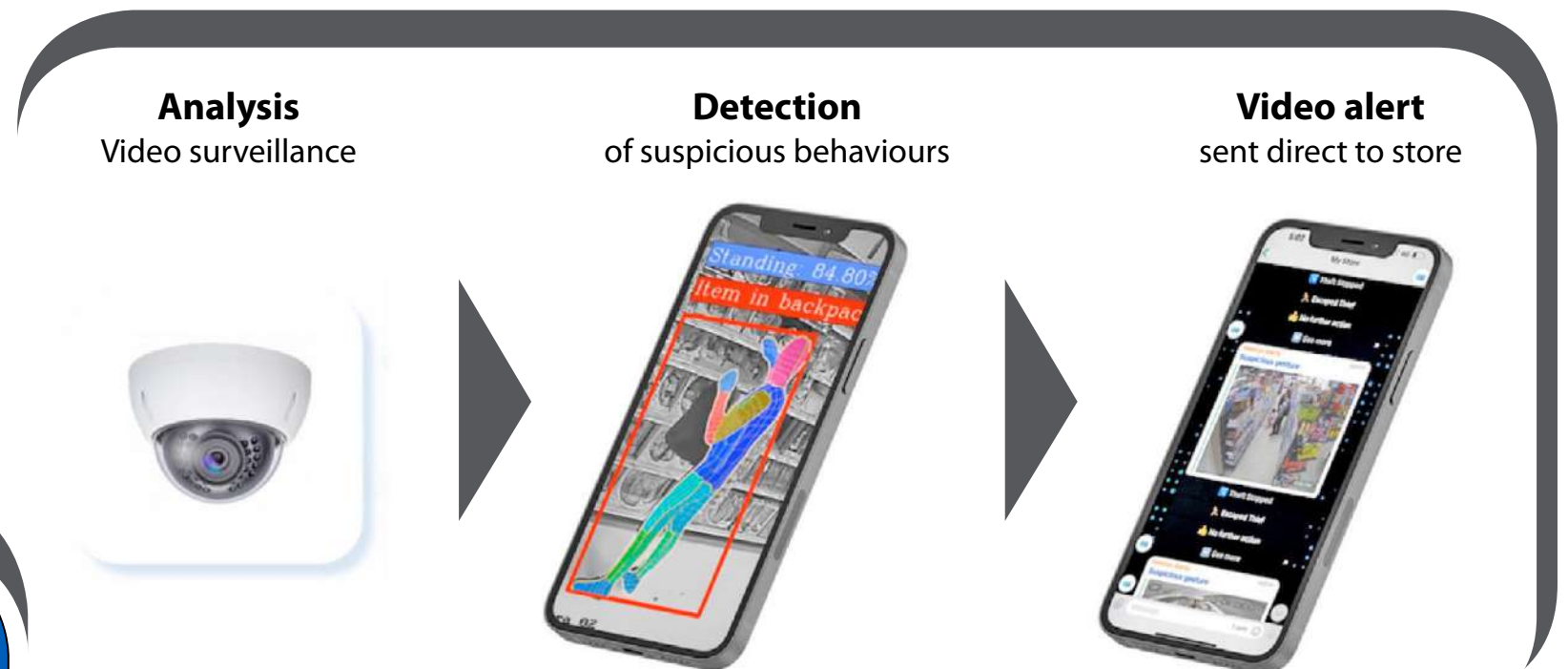
Remember to make areas for spur-of-the-moment purchases. These zones usually showcase budget-friendly, profitable products such as snacks, drinks, and magazines. But don't limit yourself to just these items – consider including home goods, cereals, baked goods, and beverages as well. Your focus should be on making the products visually enticing.

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Retailers need to consistently review sales data, gather input from shoppers, and seek feedback from their teams to assess the success of their placement strategies.

Creating the right atmosphere

Proper lighting is crucial for creating the right atmosphere and elevating the shopping experience in supermarkets and wholesale stores. With careful consideration, light fixtures and their output have the power to turn ordinary settings into extraordinary ones. Effective lighting not only draws in customers but also highlights products and fosters a welcoming environment.

With advancements in LED technology, layered lighting techniques, improved colour rendering, and the introduction of lighting controls, retailers now have a wider range of options to create visually appealing environments that attract customers and encourage them to stay longer.

According to Klaus Ritschewald, Managing Director at EuroConcepts, personalised lighting solutions are crucial for a well-designed store. "The interplay between ambient and accent lighting showcases the entire store, while highlighting specific areas and food freshness, while atmospheric lighting creates a desired atmosphere and the look and feel of the store."

Using the experts

Collaborating with skilled and seasoned store designers and shopfitters is a must. These professionals have extensive knowledge in designing



In 2024 and beyond, fresh trends will make stores more fun and easy to use. From cool tech to green designs, these changes are not just visual, they're about making shopping better for everyone. New store layouts, smart tools, and eco-friendly materials are shaping the future of retail store design. These trends can help your business grow and make customers happy like never before. Photo & caption: <https://insightsuccess.com/>

an effective and organised store layout. Their proficiency in arranging aisles, displays, and product placements optimises foot traffic, promotes customer discovery, and reduces crowding.

Their expertise lies in crafting a space that is both welcoming and alluring, ultimately enhancing the shopping experience. Establishing a consistent and identifiable brand image within the store, setting a store apart from its competitors.

Checkers, a Shoprite-owned brand, took home multiple accolades at the South African Council of Shopping Centres (SASC) Retail Design & Development Awards. Among their wins was the prestigious Spectrum Award for 2022, given to the flagship store in Franschhoek for its innovative and exceptional economic and creative achievements.



Checkers FreshX Drakenstein Sentrum has an in-store Krispy Kreme coffee shop with fresh doughnuts delivered daily, plus a decadent chocolatier bar with locally-made, handcrafted artisanal chocolates.

Another noteworthy win was in the New Developments category, with Checkers Drakenstein Sentrum in Paarl being recognised as the overall winner. Checkers' Franschhoek was also jointly awarded the top spot in the Retail Design – National Retailer category – truly impressive. **SR**



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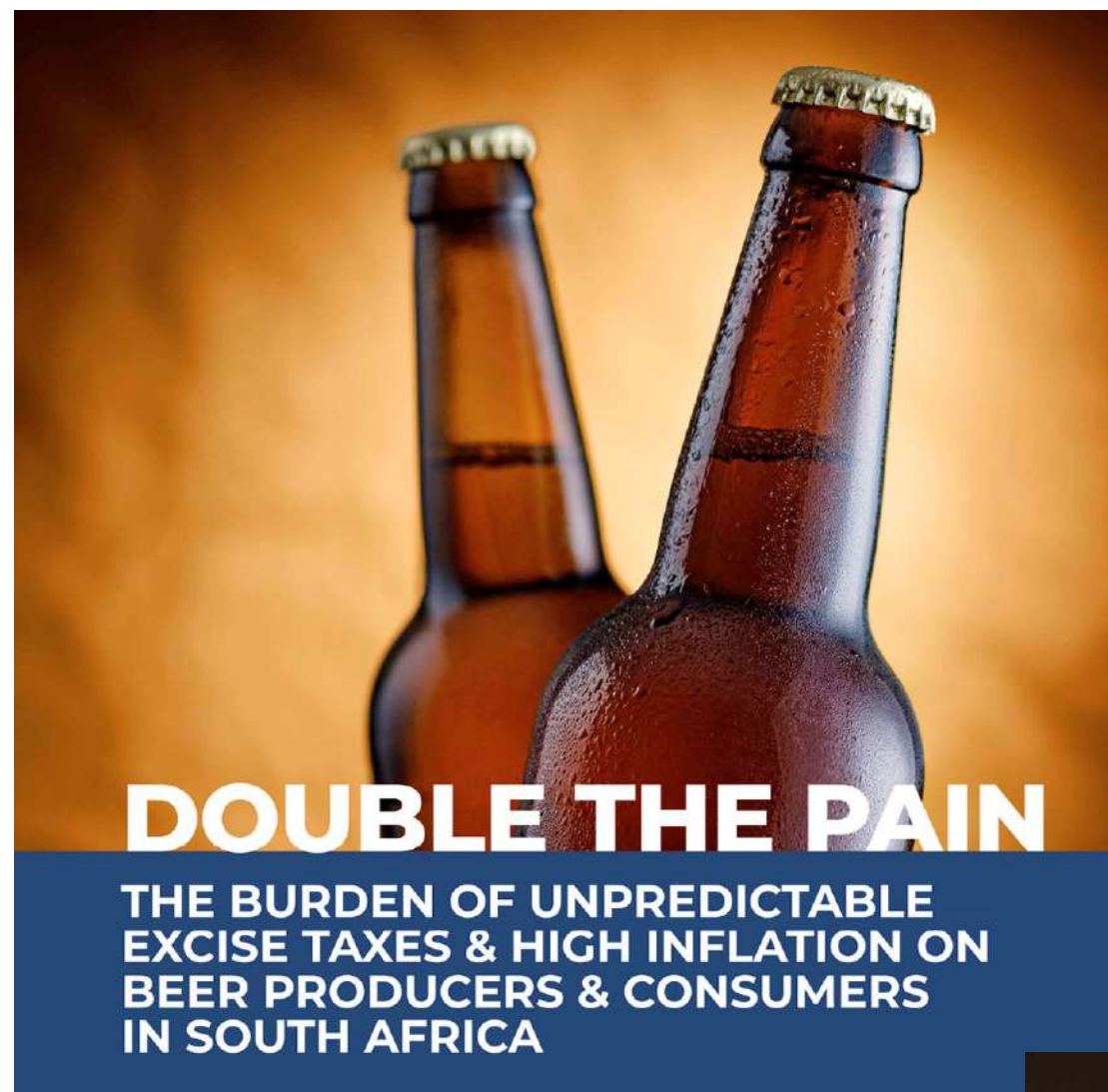
A new report by Oxford Economics Africa titled *Double the Pain: The burden of unpredictable excise taxes and high inflation on beer in South Africa*, has found that above-inflation adjustments to excise duties, that are not in line with current excise policy have pushed beer tax burdens above excise policy targets.

The current government excise tax target is 23%. However, the actual excise tax burden is 25%. This means that for every beer bought, 25% of the final price is excise taxes paid into the fiscus.

In a tough, low-growth macroeconomic environment, both consumers and producers must navigate 'Double the Pain'. Like many other businesses in South Africa, SAB has been navigating a tough trading environment over the last year, which has been underscored by high inflation, high interest rates, and above-inflation increases in electricity and water supply.

The report was presented during the Beer Tax Indaba, which examined the burden of unpredictable excise taxes in a historically high inflation environment in South Africa. The report also found that the government disproportionately relies on the beer industry for excise revenues, representing 34.7% of total excise revenues in 2023/24 – making beer the largest of all excisable products.

Commenting on the report's findings, Richard Rivett-Carnac, CEO of SAB, noted that "We need, as an industry, strong policy certainty around



job creation and economic growth. At the end of the day, this has a negative impact on an industry that is inherently local and inclusive, supporting nearly 250 000 livelihoods."

The report also compared South Africa's approach to excise duties on beer to regimes in Australia, Canada, Mauritius, Tanzania and the United Kingdom. The exercise showed that the benchmark countries have kept their excise duties on beer in line with or below inflation, while beer duties in South Africa have been unpredictable & consistently exceeded inflation.

To this Deon Fourie, Lead Economist at Oxford Economics Africa, argued that ...

“ Beer duties have been unpredictable & consistently exceeded inflation. ”

Oxford Economics Africa



Richard Rivett-Carnac

excise tax. We understand that the government is under pressure from a budgetary perspective. For ten years we have seen inflated excise tax increases when compared with inflation. That is contrary to the policy and really impacts the industry – an industry that is very important for the country,



Deon Fourie

“ Reliable & predictable changes in duties, avert real duty erosion, create policy certainty, promote trust, aid consumer and firm budgeting and minimise market disruptions. One way to achieve such is to allow for an automated CPI-indexed mechanism on the excise duty. ”

Speaking after a Q&A discussion, Keith Engel, CEO of the SA Institute of Taxation (SAIT), highlighted that "tax authorities need to find a delicate balance between generating revenue through beer excise taxes and mitigating economic impacts

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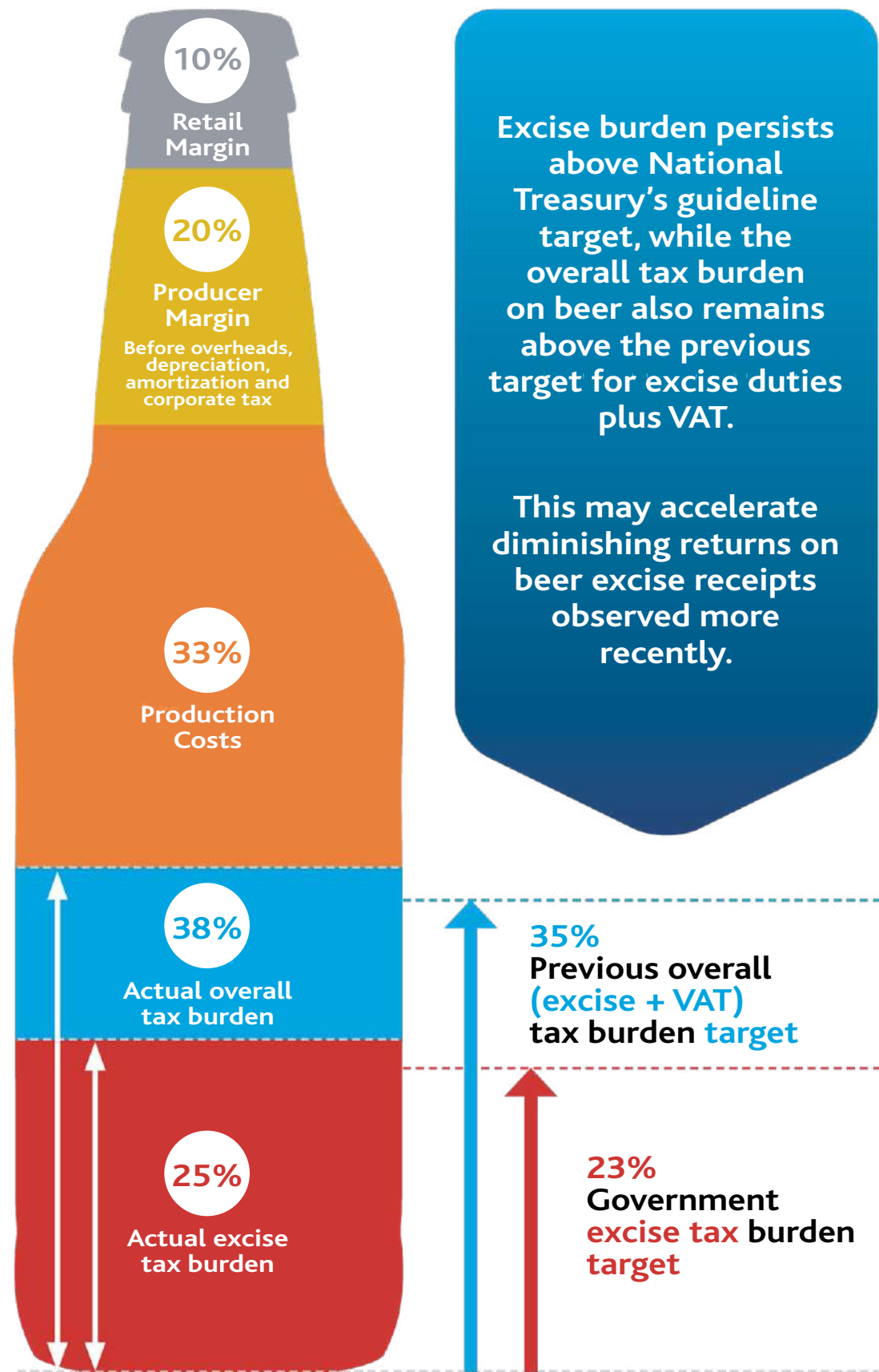




Keith Engel

on the brewing industry. The unpredictability of excise tax increases threatens the principle of fair taxation. A more predictable, perhaps even multi-year excise tax plan could foster greater tax certainty, providing the beer industry with the stability in the tax environment

As a % of weighted average retail prices of beer



Excise burden persists above National Treasury's guideline target, while the overall tax burden on beer also remains above the previous target for excise duties plus VAT.

This may accelerate diminishing returns on beer excise receipts observed more recently.

Note: South Africa's tax burdens on beer were calculated using retail prices for beer supplied by SAB which also provided the remaining cost composition in the final beer price.

that it needs to business plan confidently."

The Oxford Economics Africa report highlights that the Government should strive to limit deviations from the excise burden target going forward, as per the National Treasury's guidelines.

The government should automatically index excise duties on beer to actual CPI outcomes as opposed to projected inflation or anticipated retail prices for beer. The result will be a more stable tax environment that allows the beer sector to grow responsibly and to continue to support the South African economy and jobs. **SR**



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Salut! The local beverage industry raises a glass ... and the bar

The South African beverage industry is in an intriguing place. Significant investment from both local and international sources and numbers that point definitively towards growth by a new breed of consumer: sober-curious, health-conscious, and moderate drinkers are a growing force. Tapping into this new consumer behaviour, the beverage industry has responded with increased product development, novel offerings, and an innovative approach to capturing new markets.

Thirsty for more: the SA beverages industry is growing

Local retailers and wholesalers should take note; the South African beverages industry is in a growth phase. With this comes some significantly changed consumer behaviour and an exciting new avenue for producers to pursue.

Agile, forward-thinking retailers must stay abreast of the sentiments expressed on social media by younger consumers – keeping their finger on the pulse of popular opinion, innovations, and fast-moving trends.

In his article *SA's beverage industry shows a thirst for growth and innovation* (bizcommunity.com), Brendan Grundlingh, Rand Merchant Bank (RMB) Sector Head: CPG* and Beverages, writes ...

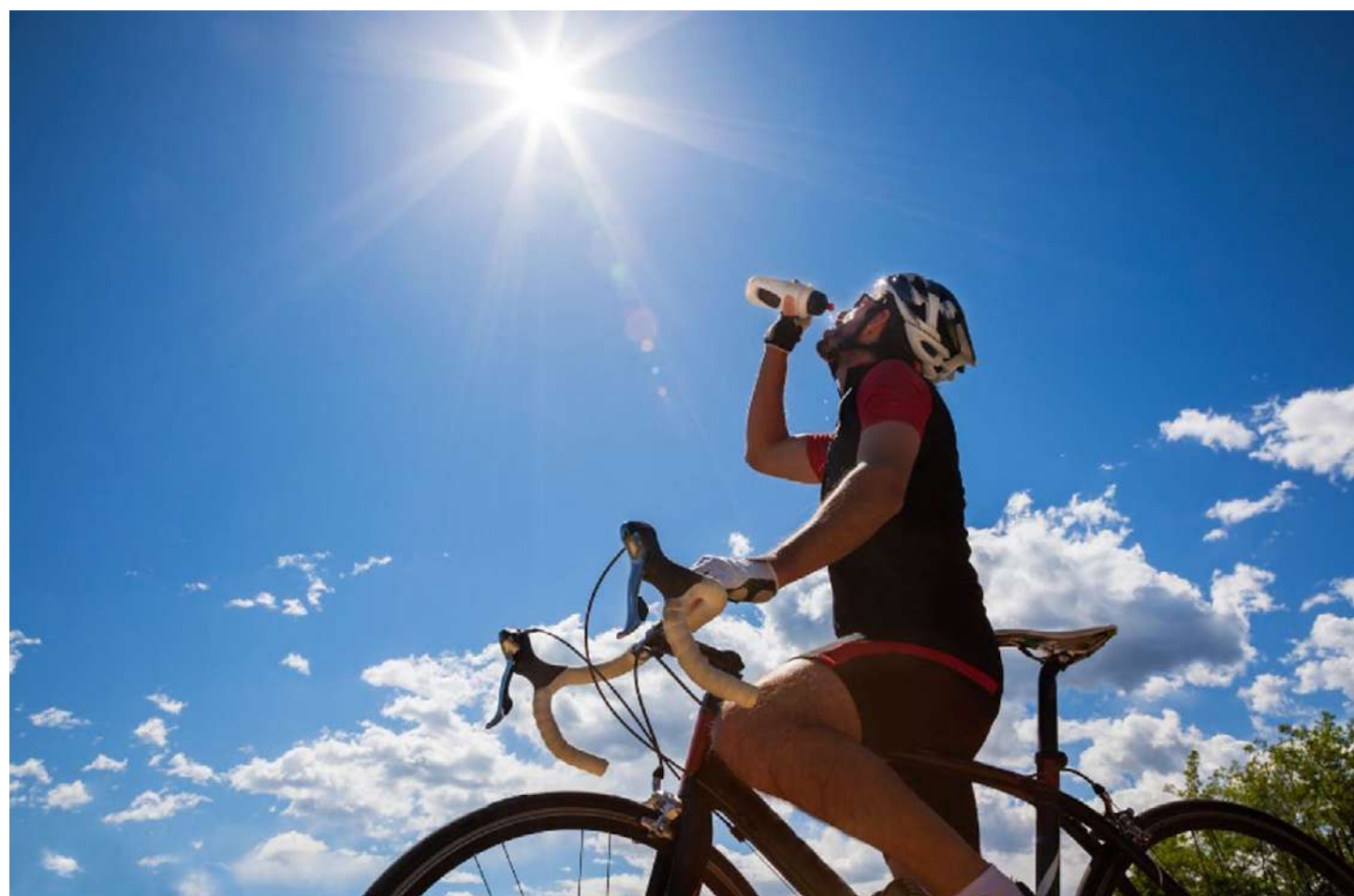


Image by Roberto Caucino, www.canva.com

Agile, forward-thinking retailers must stay abreast of the sentiments expressed on social media by younger consumers – keeping their finger on the pulse of popular opinion, innovations, and fast-moving trends.



Brendan Grundlingh

“This sector is not just a major contributor to the country’s GDP; it is a cornerstone of economic growth, fuelled by evolving consumer habits, urbanisation, and a rising population. 🇿🇦”

“The industry’s impressive performance has drawn attention from both domestic and international investors, positioning it as a key player in the nation’s economy and paving the way for further consolidation in the future.”

According to Grundlingh, the beverage industry has outpaced the broader consumer packaged goods sector in recent years. He continues ...



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“ The industry’s contribution to GDP is evident through direct manufacturing, job creation, and the robust distribution networks that sustain both the formal and informal markets. As consumer spending patterns shift and urbanisation continues, the beverage sector demonstrates significant potential for growth. ”

One of the biggest indicators of this local potential is recent investments by global giants, notably Heineken’s R13.6bn direct investment and their acquisition of Distell, and Varun Beverages Limited (VBL)’s R3bn acquisition of BevCo, the Pepsi bottler in South Africa. For Grundlingh, steady growth has also been driven by competition between AB InBev (SAB) and Heineken, as well as the rise of challenger brands such as Devil’s Peak, which are diversifying available options.

Trends driving growth

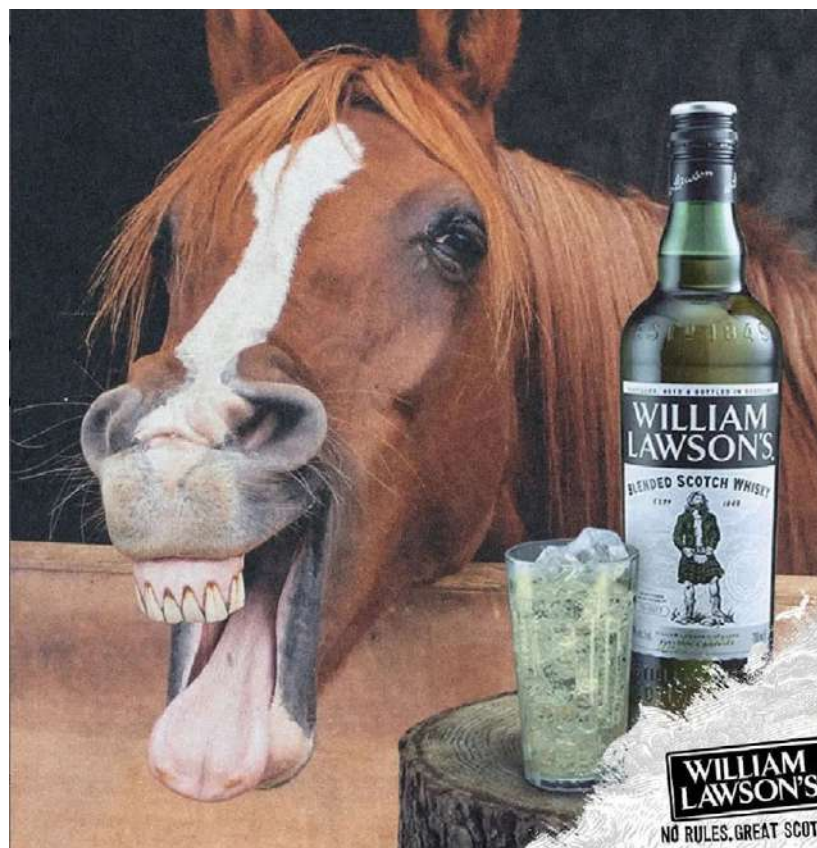
Grundlingh explains that the growth can be attributed to three trends. He says, “The growth is across a select set of categories, as innovation and brand development drive interest in products. These products are primarily utilising three key themes that are driving growth.”

Premiumisation

Premiumisation has been impacting the local market for several years now, as social cachet (prestige) and personal taste encourage consumers to seek out top quality products at prices to match.



Talisker 30-Year-Old whisky from Diageo is a limited bottling, featuring a gentle peppery kick with wisps of sea smoke. From the distillery on the Isle of Skye, it maintains the excellence that whisky aficionados have come to anticipate.



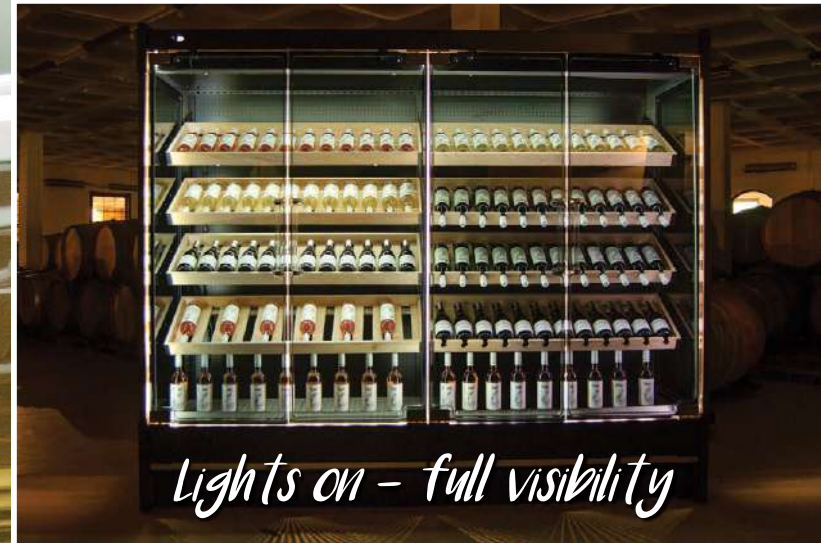
Elevate your spirit with St Remy XO from Bevco, a multi-award-winning brandy of distinct character, with elaborate aromas and a rich taste. Elegant and smooth.

For some, it’s an actual appreciation of the time and expertise that goes into the product, for others it’s all about being seen to enjoy ‘the best’.

Grundlingh notes that this is particularly true for global spirits companies such as Pernod Ricard and Diageo, which are refocusing on their global premium portfolio and driving interest through sought-after high-end ranges. He says, “Pernod Ricard recently sold its Red Heart Rum brand to KWV as the global wine and spirits group focuses on its 17 global brands. Diageo is injecting new energy into the gin category after regaining full ownership of the Gordon’s brand, while Pernod Ricard is promoting its global gin brand Beefeater alongside local brand Inverroche, which continues to lead in the Cape botanicals gin segment.”



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Affordability

Affordability is a refrain that local retailers and wholesalers are painfully aware of. Local consumers are under increasing financial strain and affordability is becoming a more important purchase driver than ever before.

Grundlingh says, "This is where local innovators and distributors of regional brands come in. They are driving products that meet the needs of the clients in this affordable category, often targeting price points, but also making sure the brand has some sort of perceived premium aspect. This means session-able (affordable enough to have more than one beverage per occasion), and potentially lower alcohol. This is where RTDs, cider and spritzer growth has started to accelerate beyond the beer category."

As Grundlingh points out, big-brand international players are aggressively targeting this space, but South Africa boasts innovative smaller producers including Chateau Del Rei, House of BNG, Brooks, Cape Spritz, and Kix Spritzer. Local consumers are spoilt for choice.



But it's not all about price, says international data and insight consultancy and consumer intelligence company CGA by NIQ. In an article for Bizcommunity titled *South African consumers prioritise value over price in beverage selection,*

Abhi Sehgal



The House of BNG celebrates the fabulous, the stylish and, most of all, those who create iconic moments in fashion history!

Abhi Sehgal, CGA by NIQ Client Solutions manager, says ...

“ A remarkable 51% of South African consumers now prioritise value over price in their drink selections, significantly outpacing the global average of 38%. This shift underscores a growing demand for products that strike the perfect balance between affordability and quality, pushing suppliers and venues to deliver more than just low-cost options. ”

As inflation continues to impact spending, the emphasis on true value has become more



For the House of BNG, the smallest accessory can create the most memorable impression.

critical than ever in the on-premise sector, signalling a clear preference for quality that is worth every rand spent."

Availability

Availability is the most critical for new and innovative brands. If you can't get your product to the end consumer, you can't grow. For Grundlingh, this is where RMB is seeing consolidation in the distributor universe, with players like KWV, Truman & Orange, Edward Snell and others all taking on more principal and agency brands to merchandise and distribute into the market. Grundlingh adds, "Retailers and wholesalers are seeing an abundance of new products; however, it is impossible to stock them all. Which makes it important for the retail and wholesale channel to work closely with their distributor partners to understand which products to stock and promote. Particularly as it relates to the above three key trends."

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Trust The Experience

Innovation and product development, investment into local canning and bottling

Grundlingh expects to see another leap in product development and new offerings as the industry pivots to meet demand, and he feels this will prove yet another boon for the economy and retailers and wholesalers too.

“We believe the local market will start to provide some innovative products that will likely be consolidated into larger beverage platforms. We expect further investment to go into local canning and bottling, which will enhance the local operations ability to reduce costs and be more active in the on-premise and off-premise market.

“Overall, given the primary and secondary contribution that total beverages contribute to the South African economy (through labour, manufacturing, production, canning, bottling, distribution and merchandising), we are excited to see how our local players drive future growth.”

Alcoholic beverages are here to stay

Major South African players such as SAB may be pushing moderation, and with good reason, but the country’s favourite tipples aren’t going anywhere. According to the South African Department of Trade Industry and Competition (DTIC), South Africa has a relatively low percentage of the population that consumes alcohol, however those who do, consume it at relatively higher amounts than the international average.



SAB’s Corona beer is inherently linked to lime – a wedge of the citrus is traditionally served as part of the drinking ritual. Yet, as the beer became popular in the country, it encountered a severe shortage of limes.

While limes are grown in South Africa, other citrus fruits are far more profitable. Of the over 90 000 hectares of citrus orchards in the country, less than 10% of the land is dedicated to limes. As a result, consumers either end up paying for expensive imported limes or they substitute them with lemons, which present a vastly different flavour profile.

The solution was a partnership between SAB, the Moletele Communal Property Association (Moletele Community) and Komati Fruit Group, in an exemplary Community Private Partnership (CPP), to establish and run a farming operation that would ensure reliable local production of limes. <https://www.sab.co.za/>

Beyond hop and vine: alcohol-free and de-alcoholised

Alcohol-free (no alcohol) and de-alcoholised (reduced alcohol content) options are good options to stock on your shelves. Local retailers have adapted well to changing consumer behaviour, inspired, no doubt, by the restrictions and regulations of the past, yet spurred on by growing buyer enthusiasm. Checkers offers Van Loveren Almost Zero De-Alcoholised Sauvignon, Merlot, and Moscato, as well as the Leopard’s Leap Natura De-Alcoholised Classic Red and Classic White, and for those who prefer bubbles, J.C. Le Roux’s Vivante La Fleurette Non-Alcoholic Sparkling Rosé Wine.

Woolworths has also embraced the alcohol-free trend with the Lautus range of wines by winemaker Reg Holder, who also makes the exclusive De-Alc range only available at Woolworths. Woolworths also offers light or low alcohol wines and has a variety of alcohol-free coolers and mocktails available under their own label.

South African consumers are embracing moderation or even embarking on a sober-curious journey and many of South Africa’s most notable vineyards, including Robertson Winery, De Krans, Darling Cellars, and Spier are making alcohol-free or de-alcoholised wines to meet this growing demand. It’s a trend that is building throughout the industry,

from Ginologist London Dry Botanicals Alcohol Free Gin to Fruit Lagoon's fruity cocktail bases.

In fact it's almost impossible to find a major retailer who doesn't stock some form of alcohol-free adult beverage, from ready-to-drink mocktails and mixers to 0.0% beer or cider.



Zoleka Lisa

Zoleka Lisa, Vice President of Corporate Affairs at SAB, says ...

“The rise of non-alcoholic beer is more than just a trend; it's a testament to the evolving landscape of consumer preferences and a reflection of broader societal shifts. With the global surge in the sober-curious movement, people are re-evaluating their relationship with alcohol, leading to a pronounced shift towards no- or low-alcohol alternatives.”

Global low- and no-alc sales

According to IWSR (<https://theiwsr.com>), a leading global drinks data and insight provider, global sales of no- and low-alcoholic beverages hit R197 billion (US\$11 billion) in 2022, with no-alcohol products making up 70% of this volume. Projections suggest



Ginologist ... handcrafted small batch gin using the finest exotic botanicals mixed to surprise and delight the most ardent gin fans!

Safari Gin: celebrating & preserving wildlife conservation in South Africa

Ginologist believes that enjoying the beauty of South Africa's wildlife and landscapes comes with a responsibility to protect them. Designed to evoke the spirit of a sunset game drive, Safari Gin also aims to give back to the stunning environments it celebrates. As part of their mission, they've partnered with reputable organisations and projects dedicated to preserving South Africa's country's natural treasures, such as ...

The timeless UNESCO Waterberg Biosphere safeguards spaces, species, and people. Established in 2001, it is home to the world's second-largest rhino population, endangered pangolins and South Africa's last free wild dog pack. Additionally, it hosts protected plants, including cycads.

Ant Africa Safaris is deeply committed to sustainable tourism, placing the protection and conservation of wildlife at the forefront of their mission. Their reserve, integrated within the vast 300 000ha Waterberg Nature Conservancy, hosts over 40 species of game, including sable antelope, nyala, oryx, eland, giraffe, and white rhino, as well as more than 300 bird species.

that the market will grow by over a third by 2026.

Lisa says, "Several factors are fuelling this modern-day renaissance. A key driver is the growing health consciousness among consumers. With an increasing awareness of the adverse effects of excessive alcohol consumption, many are seeking healthier alternatives. This shift is particularly evident among millennials and Gen Z, who prioritise wellness and embrace mindful drinking. She notes that much like the wine and spirits industry, innovation in brewing technology has played a crucial role in uptake among consumers. Better tasting products that mirror the mouth feel of their alcoholic counterparts make for a more pleasant and inclusive experience.

SAB has taken a strong stance against binge

drinking and supports and actively promotes a moderate approach. Lisa says, "As societal attitudes shift away from binge drinking and its associated stigma, more people are choosing moderation. This shift not only benefits individuals but also supports a culture of responsibility and mindfulness."

She adds, "From a business perspective, the rise of alcohol-free beer is not just a trend, but a strategic imperative. The beer industry is a major contributor to economic growth, supporting millions of jobs and generating significant GDP. In South Africa alone, the beer sector supports nearly 250 000 jobs and added R71 billion to the country's GDP in 2019. This economic impact underscores the responsibility of the industry to innovate and adapt to changing consumer preferences."

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Notable alcohol-free beers and ciders include Heineken 0.0% Alcohol Free Lager Beer, Peroni Nastro Azzurro 0% Alcohol Free Beer, and Heineken 0.0% Alcohol Free Lager Beer (www.tesco.com). SAB has introduced Corona Cero, an alcohol-free beer infused with vitamin D, an example of their commitment to innovation and meeting consumer needs. For Lisa, the non-alcoholic beer market is poised for continued growth and diversification.

She says, "As breweries experiment with new flavours and techniques, consumers can expect an expanding array of high-quality, appealing non-alcoholic options. The competitive landscape will drive further improvements in taste and variety, ensuring that the industry remains dynamic and responsive to evolving preferences." The only way to move is forward, and for SAB, this means championing innovation and fostering a culture of responsible, inclusive enjoyment.

Flavoured alcoholic beverages

The South African market accounts for nearly 95% of the African flavoured alcoholic beverages market, according to a report on www.just-drinks.com. This position is supported by data from an article on www.bizcommunity.com, that says consumption of FABs in South Africa is 39%, far above the global average of 8%.

Manufacturers and suppliers in the South African market use innovation to target gaps in the market, however tracking the market and sales performance is essential in this fast-changing category (www.just-drinks.com).

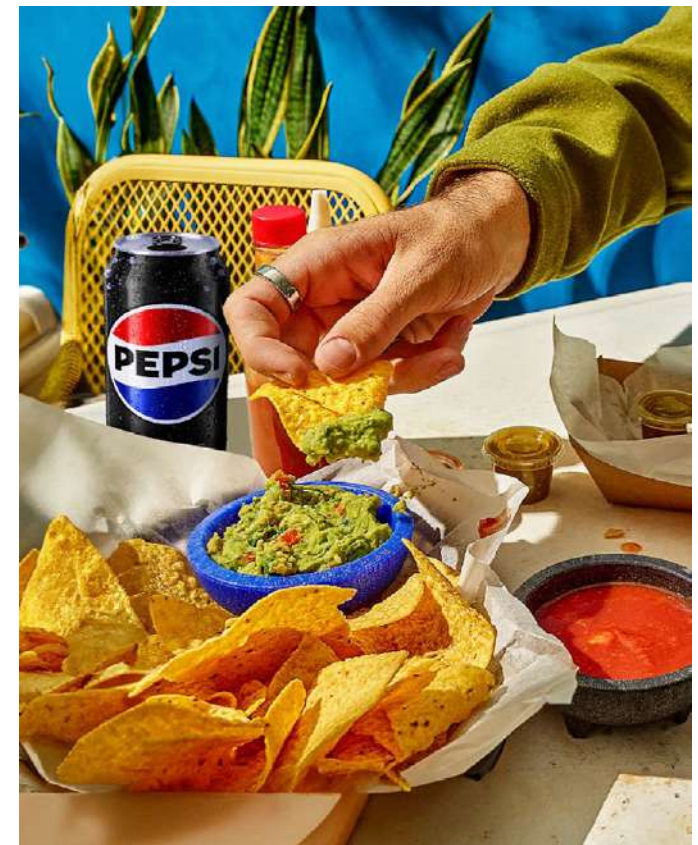


The craziest kite surfing competition is back with a new qualifier in Tarifa, Spain. The winner gets a ticket to South Africa to participate in Red Bull King of the Air.

Premixed spirits and wine coolers have also seen growth in the South African market. In line with this trend, The Coca-Cola Co. and Bacardi will introduce a new co-branded RTD cocktail next year. The Bacardi Mixed with Coca-Cola cocktail will initially be released in Mexico and selected EU markets in 2025. This follows The Coca-Cola Co.'s co-branded partnerships with Brown Forman's Jack Daniel's and Coca-Cola in 2022 (www.just-drinks.com).

Cold beverages reap rewards

Moderation and health. The rise of moderate drinking and the sober-curious movement is bolstered by a public that is more health-conscious and knowledgeable about nutrition than ever before. Fruity sparkling waters, protein-based drinks, vitamin-boosting health drinks, energy drinks, and plant-based options vie with traditional



Tapping into new consumer behaviour, the beverage industry has responded with increased product development, novel offerings and an innovative approach to capturing new markets. Social media is playing an ever-increasing role in promoting brands in enjoyable companionable settings.

sodas and their low-cal, sugar-free, alternatives. It's a varied and exciting landscape, and also one that is deeply competitive and evolving.

According to data from CGA by NIQ, "South Africans over-index against the rest of the world for their interest in health. Well over a third (38%) of them say health has increased in importance to them in the last 12 months, against the global average of 27%."

From kombucha to Pura sodas and fruit juices and the Switch Vita C range, consumers are looking for healthier options for themselves and their families. Functional drinks are proving that buyers want more bang for their buck and pure hydration is not always enough of a purchase driver.



Monster Energy ... skateboarding at Huber Fest in Cologne.

Energy drinks on the rise

Grundlingh says, "While global brands like Red Bull and Monster Energy continue to dominate, local brands such as Switch, Score, Reboost, and Dragon are challenging the status quo by focusing on affordability, availability, and innovation in flavour."

He adds, "Energy drinks are currently the fastest-growing subsector within carbonated drinks, although this growth raises concerns about health and wellness." He adds, "In the broader non-alcoholic space, Coca-Cola Beverage Africa (CCBA) and PepsiCo, through VBL's BevCo, are introducing a range of sugar-free and low-calorie options to cater to health-conscious consumers."



Top tip and key takeaways for cold and alcoholic beverages

One thing is clear for local retailers and wholesalers

– international trends will reach local shores, but South African consumers have a mind of their own and understanding their purchase drivers and changing buyer behaviour is vital for continued business success.

Five key notes

- The South African beverages industry is in a growth phase
- Health trends are key in beverage choices
- Low- and no-alcohol beverages showing biggest global growth
- Brewers are promoting moderation
- Know what your market wants to avoid over-catering. **SR**

Sources:

- www.just-drinks.com/data-insights/flavoured-alcoholic-beverages-market-size-south-africa/
- www.just-drinks.com/news/jack-daniels-partner-coca-cola-to-launch-rtd-with-bacardi/
- www.bizcommunity.com/article/63-of-south-africans-consider-bars-and-restaurants-a-must-have-340648a



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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Social media sets the style & mood of beverage promotions



Looking for that perfect spring cocktail to welcome the sunny days and warmer nights? Try the Pina De Plata's recipe from Pernodricard ... 35ml Havana Club 3YO rum, 35ml Fresh pineapple juice, 25ml Sauvignon Blanc, 5ml lime juice, 10ml sugar syrup. Add all ingredients into a shaker with ice. Shake, chill, strain over ice, and garnish with mint sprig!



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Dragon Energy ... getting ready for Fight Night.



Monster Energy drink at the Super Motocross.

Social media ... beverage promotion weird & wonderful



Star of Africa by Bevco ... one post states ... "Thats an Indian elephant!"



Heineken produced limited edition cans in the U.S., aptly named LOVE.LOVE! – inspired by the 0-0 tennis score, as a celebration of both moderation and tennis. Moderation continues to be a lasting rising trend, so Heineken is committed to offering choices in social settings.



Embrace the spirit of craftsmanship and savour the exquisite boldness of love with Mandala Tequila Anejo Love Edition. One sip of this blend and you will be captivated by its depth, kissed by its warmth. .



Celebrate life and Mexican tradition with Los Azulejos Skelly Añejo, housed in handcrafted clay bottles adorned with intricate Mexican artwork. This tequila from Urban Spirits, aged in French oak for over two years, blends rich heritage with exceptional quality, earning it a prestigious Double-Gold Medal.



Switch energy drink shows who they support at the DHL Stadium, Cape Town.



Celebrate Cap Classique Month with Darling Cellars. Indulge in sweet and savoury tastings, where the best in the business meets handcrafted treats and sliders.



A long weekend can only mean one thing at Lutzville vineyard ... "ons gaan nou braai!"



Leopards Leap has been a proud supporter and donor of the @capeleopardtrust for many years. Through Josh Frost, guide at Sanbona Wildlife Reserve, they recently were privileged to get front row seats to a blossoming romance. It is rare to see leopards of the Cape, let alone a mating pair. This is testament to the ongoing protection of this unique and wonderful area which is the key to unlocking the Little Karoo.



While you sip on your favourite Leopard's Leap wine or enjoy something delicious from the menu, bring them for a spin on the pump track! Just pack their bikes and helmets and they can entertain themselves. **SR**



Julia Baker

The 2024 dairy landscape

When you think of South Africa, images of vibrant landscapes and rich cultures come to mind. But let's not forget about the delightful world of dairy products that play a significant role in our culinary landscape. From creamy cheeses to indulgent ice creams, the dairy sector is thriving and ever evolving.

As we continue into 2024, it's essential to explore what's happening with these beloved staples. Are consumers leaning towards traditional favourites or exploring newer options? What trends are shaping the future of milk, yoghurt, cheese, and ice cream? The answers may surprise you as we look into this deliciously diverse market. Whether you're a devoted fan or just curious about what's on offer, there's plenty to discover in South Africa's dynamic dairy scene.

Milk production is the fourth largest agricultural sector in South Africa. The milk and dairy industry contribute largely to the South African economy through food security and its dairy products export earnings. In June 2024 South Africa's Concentrated Milk exports accounted up to R83.6M according to The Observatory of Economic Complexity (OEC).

The industry comprises a number of different economic activities and significant differences



www.belnori.com/

exist between farming methods and processing of dairy products. These activities involve the production and marketing of raw milk, pasteurised milk and cream, fermented milk, long-life milk and cream, yoghurt, cheese and its by-product whey, milk powder, sweetened and unsweetened concentrated milk, butter and butter oil (ghee).

According to Milk South Africa, the Covid 19 pandemic that had affected most of the normal value chain within agricultural sector had little impact on the dairy industry. In South Africa, the dairy products had performed well under the pandemic and most of the raw milk was channelled to the dairy products market.

According to www.journals.co.za, "Food safety aspects of dairy in South Africa are governed by the Foodstuffs, Cosmetics and Disinfectants Act (Act 54 of 1972, Regulation 1555 of 21 November 1997). It is illegal to sell raw milk in South Africa for direct use unless the specific municipality where the sale is taking place is authorised to do so. Raw milk is milk that is not subjected to heat treatment namely pasteurisation, ultra-pasteurisation, ultra-high temperature treatment or sterilisation.

"Raw milk for direct consumption is generally considered to be of a higher risk due to its potential as a carrier of potential harmful bacteria not normally associated with pasteurised milk."

Milk production is the fourth largest agricultural sector in South Africa. The milk and dairy industry contribute largely to the South African economy through food security and its dairy products export earnings.





Meet SA's most recycled milk packaging

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The logo for Dairypack, featuring a stylized blue 'd' icon followed by the word 'Dairypack' in a bold, blue, sans-serif font, all enclosed within a blue rounded rectangular border.

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Current market trends

According to Stats SA's recent report, the prices for milk, eggs, and cheese have seen a substantial increase of 13.9% from November last year. This significant price hike is affecting consumer purchasing patterns and preferences.

The South African dairy market is seeing notable shifts as consumer preferences evolve. The demand for traditional dairy products such as milk and cheese remain strong, yet there's a noticeable surge in alternative options.



Signature Salted Caramel Ice Cream with Salted Caramel Sauce.
<https://cupcakesandcouscous.com/>

Ice cream consumption has also seen an upward trend. Local artisans are experimenting with innovative flavours that cater to diverse palates. Polar Ice Cream for example have some wonderful



The dairy at Hawthorne Valley Farm in Ghent. Credit: Lauren Lancaster, www.nytimes.com/

flavours; Banana Nut Fudge, Choc Fudge Brownie, Madagascan Vanilla, Pralines & Cream, Salted Caramel and Cannolis. This creativity not only attracts younger consumers but also supports small businesses like WhiskAway Ice Cream who offer vegan and sugar free ice cream options.

Additionally, online shopping for dairy products is on the rise. E-commerce platforms provide convenience and accessibility, allowing consumers to explore various brands without leaving home. This change enhances competition among producers, ultimately benefiting customers through better quality, price and variety.

Technological advancements play a crucial role too. Smart farming techniques enhance efficiency and yield, making local dairy farms more competitive.

Notable technological breakthroughs involve the production of specialised enzyme blends that elevate the standards of dairy goods and procedures. With the aid of engineering and biotechnology, new enzymes have been introduced to optimise lactose reduction, enhance flavour, and modify texture.

The dairy industry relies heavily on technology to push progress. Notable breakthroughs involve the production of specialised enzyme blends that elevate the standards of dairy goods and procedures. With the aid of engineering and biotechnology, new enzymes have been introduced to optimise lactose reduction, enhance flavour, and modify texture. Furthermore, advancements like encapsulation and controlled-release techniques are extending their lifespan.

Sustainability

Sustainability plays a significant role in purchasing decisions too. Many dairy brands are adopting eco-friendly practices in production and packaging. This shift resonates well with environmentally conscious shoppers looking for responsible choices.



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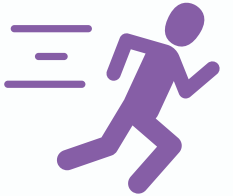


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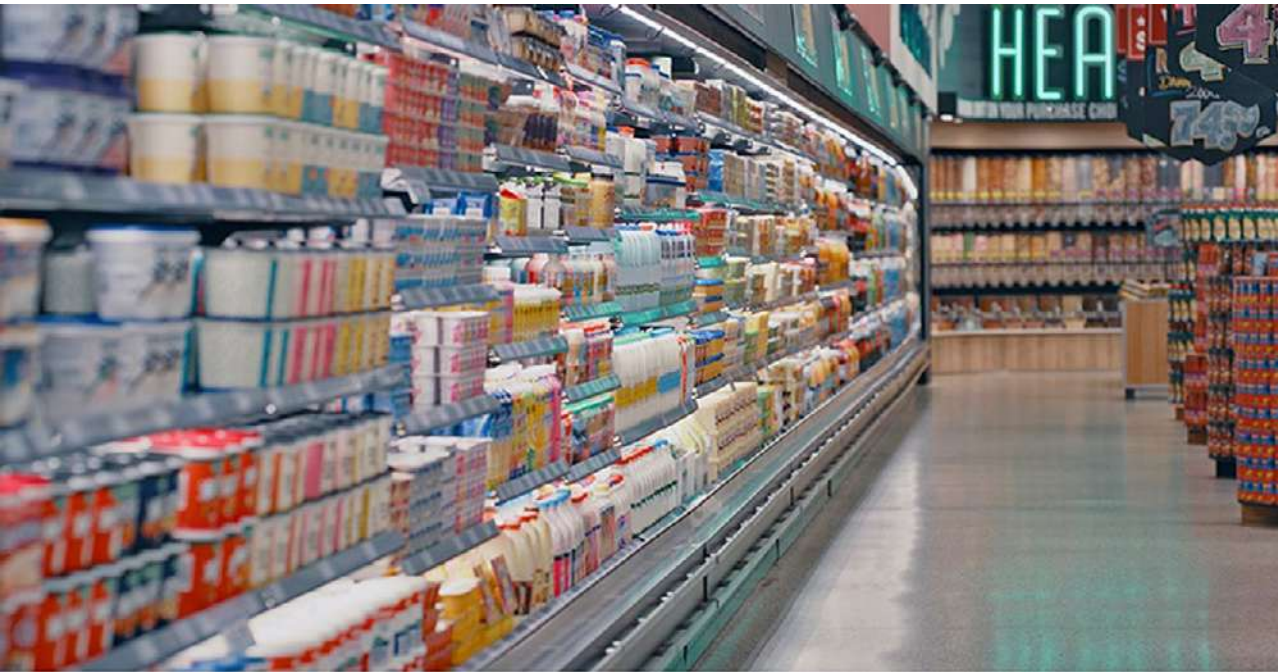
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- Reduce risk of cash shrinkage by up to





www.ingredientsnetwork.com/



A great initiative is a collaboration between Woodlands Dairy, Infinite Industries and Botes Honey Farms who are creating beehives from recycled materials.

Marisa Maccaferri, Marketing Executive for Woodlands Dairy and First Choice, says "Sustainability is at the heart of what we do. Partnering with Infinite Industries, which specialises in upcycling packaging material, was an obvious choice."

Ethical considerations come into play. Consumers increasingly seek transparency in sourcing and production methods for their favourite cheese or yoghurt brands. This pressure encourages companies to adapt practices that align with consumer values while addressing health-related concerns effectively.

Types of SHEEP MILK CHEESE

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Manchego
Semi-hard, buttery, nutty flavour with a tangy finish
120 kcal*



Roquefort
Semi-soft, crumbly creamy, robust, yet tangy blue cheese
110 kcal



Pecorino Toscano
Hard, sweet & nutty with a hint of sharpness
110 kcal



Pecorino Romano
Hard, sharp, salty flavour, distinctive tanginess
110 kcal*



Pecorino
Hard, crumbly sharp and salty
110 kcal



Oscypek
Hard, smoky flavour with a hint of saltiness & nuttiness
120 kcal



Pecorino Sardo
Hard, slightly sweet and nutty flavour, with a sharp finish
110 kcal



Idiazabal Cheese
Semi-hard, smoky, nutty flavour, with a nutty undertone
120 kcal



Ossau-Iraty
Semi-hard, smooth, creamy texture with a nutty, slightly sweet flavour
120 kcal



P'tit Basque
Semi-hard, nutty, earthy flavour with hints of butteriness
120 kcal



Pepato
Hard, sharp, spicy flavour with added peppercorns
110 kcal



Torta del Casar
Soft, creamy texture with a rich, earthy flavour
100 kcal



Etorki
Semi-soft, smooth, buttery texture with a mild, slightly nutty flavour
120 kcal



Zamorano Cheese
Hard, nutty, slightly sweet flavour with a sharp finish
120 kcal



Foncal Cheese
Hard, robust, nutty flavour with hints of fruitiness
120 kcal



Pag Cheese
Semi-hard, sweet, slightly tangy and nutty
120 kcal



Serra da Estrela Cheese
Soft, creamy, buttery texture with a mild, slightly tangy flavour
110 kcal



Lighvan Cheese
Hard, sharp, tangy flavour with a crumbly texture
110 kcal



Pecorino Siciliano
Hard, sharp, tangy flavour, with a slightly sweet undertone
110 kcal



Abbaye de Belloc
Semi-hard, nutty, earthy flavour with a hint of sweetness
120 kcal



Bryndza
Soft, creamy with a tangy, slightly salty flavour
100 kcal



Bundz
Semi-soft, creamy texture with a tangy, slightly salty flavour
100 kcal



Abertam Cheese
Semi-hard, creamy texture with a mild, slightly tangy flavour
120 kcal



Casu Marzu
Soft, intense, pungent flavour with a hint of sweetness. Contains live maggots
N/A

*Calorie per ounce of cheese

www.onlyfoods.net/sheep-milk-cheese



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Popular South African dairy brands and products

South Africa boasts a vibrant dairy scene, with brands that have become household names. One standout brand is Clover, renowned for its wide

range of products including milk and butter. Their full-cream offerings are particularly popular among families looking for quality and taste.

Another key player is Dairymaid, famous for its delicious yoghurt varieties. With flavours ranging from classic vanilla to exotic fruits, it caters to diverse tastes while promoting healthy snacking.

Then there's Lancewood, celebrated for cheeses like edam cheese, mushroom sauce to chunky chive cottage cheese. Their products are in fridges across the nation.

Ice cream lovers appreciate the indulgence offered by Magnum and Cornetto from Unilever. Both brands continue to innovate with new flavours that excite local palates.

These brands not only represent quality but also signify a unique South African dairy culture worth exploring further.

The rise of plant-based alternatives

The demand for plant-based alternatives in South Africa is on a remarkable rise. Consumers are increasingly opting for dairy-free options, driven by health benefits and environmental concerns.

Brands are responding with innovative products that replicate the taste and texture of traditional dairy items. From creamy almond milk to rich cashew cheese, the choices are expanding rapidly.

Local producers are tapping into this trend, creating delicious yoghurts made from coconut

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or soy. These alternatives cater not only to vegans but also to those looking to reduce their dairy intake. This shift stems from a growing awareness of lactose intolerance among many South Africans. As more people seek options that align with their dietary needs, plant-based substitutes continue gaining traction in supermarkets and restaurants alike.

With every passing year, it seems like there's something new on the shelf waiting to be discovered by adventurous eaters and health-conscious consumers. Many people now scrutinise fat content and opt for low-fat or reduced-calorie versions of ice cream and cheese.

There's also growing awareness about the link between saturated fats found in full-fat dairy foods and heart disease. As a result, plant-based alternatives are gaining traction among those looking to maintain healthier diets without sacrificing flavour.

The future of dairy in South Africa

Innovations in production methods are gaining traction. Farmers are adopting sustainable practices, focusing on reducing carbon footprints while ensuring high-quality output.

As regulations tighten around food safety and sustainability, the industry must adapt quickly. Collaboration between farmers, manufacturers, and retailers is essential to meet these new standards effectively.

Consumer preferences will dictate the future of dairy in South Africa. Emphasising quality over

www.dairyreporter.com/



quantity could pave the way forward for this cherished sector.

The dairy landscape in South Africa is evolving rapidly. Whether you're a fan of creamy cheese, indulgent ice cream, or tangy yoghurt, staying informed about the latest trends and developments can enhance your choices. Awareness of health issues surrounding dairy consumption can guide you toward products that align with your dietary needs.

As plant-based alternatives gain traction, it's essential to explore both traditional and new options available in the market. Engaging with brands that prioritise sustainability and nutrition empowers consumers to make better decisions for themselves and the planet. Being knowledgeable about these dynamics allows you to navigate the

myriads of offerings confidently.

Keep an eye out for innovations within this sector while ensuring that your consumers' dietary habits reflect a balance between enjoyment and health consciousness. The world of dairy may be changing, but staying informed will always put you at an advantage when making food choices.

SR



In Woodlands Dairy's drive to reduce their environmental footprint, they continually explore innovative solutions. They've commissioned two Biomass Boilers to harness efficient renewable energy sources. The Resource Recovery Plant is a testament to their dedication to waste reduction and resource optimisation. Through their Sustainability Programme, they empower farmers to adopt sustainable practices, creating a positive impact on communities. They formed strategic alliances with trusted recycling partners and prioritised eco-friendly packaging by increasing the plant-based content to reduce their reliance on non-renewable resources.

Sources:

www.whiskawayicecream.co.za
<https://witness.co.za/news/2023/12/20/Milk-Essay-June-2024.pdf> (milk.co.za)
<https://journals.co.za/doi/abs/10.10520/EJC182541#>
<https://oec.world/en/profile/bilateral-product/>
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All the cheesy goodness

This family favourite is packed with nutrients and can make any meal amazing

Cheese is versatile and delicious, perfect for snacking and cooking and, of course, melting. It's so easy to make it one of your family's "three-a-day" dairy options, every day.

You can use cheese as a tasty topping for pasta and vegetable dishes, add it as an essential ingredient to a recipe or make it a go-to sandwich filler. It is packed with good-quality protein and provides important nutrients such as calcium, potassium, zinc, vitamin A and vitamin B12.

With so many varieties available, cheese can rightfully claim its place as a must-have in your family's meal prep.

Cheese, glorious cheese

Cheese is nutritious. It's packed with calcium, phosphorus and protein to build healthy bones, help with muscle development and repair, and help to protect your teeth. As an in-between snack, cheese keeps you feeling fuller for longer. Recent research has also proven that, when eaten as part of a healthy diet, cheese does not increase

your cholesterol levels or your risk of heart disease. However, always be mindful of your portion size. Having a serving of cheese (40g or 2 tablespoons, grated) every day can be a guilt-free treat for everyone in your family.

Perfect for cheese lovers

When it comes to choosing the type of cheese to include in your family's meals and snacks, value for money is often top of mind. Luckily, today's options range from luxury to everyday prices – there's something to fit every budget. By being smart about storing cheese you can make it last long, avoid food waste and benefit from specials.

Many hard and semi-hard types of cheese freeze well, which allows you to buy specials or bulk offers. It works well to buy a big block of a hard cheese such as Cheddar or Gouda, grate it all before the expiry date then freeze it in smaller portions for quick and easy use.

Processed cheese spreads can be stored in the pantry until they are opened and have a long shelf life in the fridge. Remember to always check the label for the recommended storage advice.



<https://www.facebook.com/SACheeseFestival/>

With proper meal planning and shopping to get good value for money, you can help your family eat more cheese, more often – in more fun ways.



<https://www.youtube.com/watch?v=54LXcjNZPQY>



Cheese, glorious cheese. Here's more on the family favourite packed with goodness: #rediscoverdairy #EnjoyDairy



Cheese – a family favourite packed with goodness! Here's more ways to love cheese: #rediscoverdairy #EnjoyDairy



Flexing financial muscle

Stokvels presence on the rise

While scrolling social media recently, a viral sensation about the trials of adulting struck a chord. Beyond the humour lay a poignant reality ... South Africans nationwide are grappling with many challenges, from soaring food prices and fuel costs to interest rate hikes and the ever-looming threat of load shedding. It served as a stark reminder that consumers across the country are navigating a minefield of economic pressures – often overwhelmed by the ever-increasing cost of living.



Joankie Makwakwa

In this challenging environment, saving becomes a daunting task for many. According to Joankie Makwakwa, founder and CEO of KasiConvocation, an online platform dedicated to aiding stokvels, there is a growing trend of individuals seeking solace in stokvels as a means of financial respite.

“In the past, a minority of people participated in grocery stores, for example, while the majority focused on generating secondary income streams through rotating savings stores and long-term investments, particularly for property acquisitions. However, this dynamic shifted with the surge in inflation,” he says.



“The sudden increase in the cost of goods coincided with negligible changes in income, prompted a widespread alteration in investment strategies. Presently, there is a notable inclination towards participating in grocery stores compared to the past, as evidenced by the substantial increase in grocery store groups since 2021.”

Mpudi Maubane, National PR, Communications & Sponsorships Manager at The SPAR Group,



Mpudi Maubane

agrees, saying South Africans are increasingly turning to the age-old stokvel to keep their heads above water.

“The number of grocery stokvels and community-based savings clubs shopping in SPAR stores has increased 10-fold in the last few years, and we anticipate that numbers will continue to grow,” she says.

Deeply ingrained in South African culture, with origins in livestock purchases, the stokvel concept continues to evolve from serving as a way to save money and buy groceries and other fast-moving consumer goods, to paying for cars, travel, weddings and even funerals.



Lehlohonolo Ndawo

“Stokvels continue to be prevalent and are an expanding phenomenon in the market,” says Lehlohonolo Ndawo, Co-founder of the Digital Stokvel Platform. “Over the years, a noteworthy trend has emerged with the rise of digital stokvels. These modern variations leverage technology and online



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platforms for their financial transactions, enhancing efficiency, convenience, security, and transparency.”



Andrew Lukhele

According to Andrew Lukhele, Founder and Chairperson of the National Stokvel Association of South Africa (NASASA), stokvels are the most popular way to save funds in South Africa. The number of South Africans belonging to stokvels is estimated to exceed 11.5 million, and the savings are valued at over R49 billion per annum.



In these tough economic times, the value of the stokvel cannot be overestimated, says Jad Pereira, CEO of Unitrade Management Services. Offering members a range

of services from financial pooling to savings, access to credit, social support, and investment opportunities, the buying power they offer continues to make stokvels an invaluable resource



Sanlam and Nasasa launch financial services for stokvels. www.sowetanlive.co.za/

for many South Africans. In essence, stokvels serve as a lifeline amid economic uncertainties, providing financial stability and a sense of community and empowerment. Pereira continues ...

“Stokvels wield significant purchasing influence in the retail sector, particularly formal independent traders. Gone are the days of simply buying groceries in bulk during seasonal peaks. Not only have they grown in size, but they have also honed their procurement strategies, elevating their operations to a sophisticated level.”

“We are seeing increased spend on a diverse array of goods year-round.”

Empowered traders driving change

Stokvels have not merely endured the test of time; they have flourished, defying expectations and thriving in an ever-evolving landscape. “The reason is quite simple,” says Pereira. “It makes sense to combine to maximise purchasing and leverage one’s buying power, particularly during peak retail periods. There’s more benefit in the collective than in individual efforts.”

Ndawo says there is more and more of a realisation about the potential of a collective purchasing approach ...

“Providing members with bulk buying power, shared resources, and a platform to achieve common financial objectives, this communal aspect, coupled with the potential for cost savings and mutual support, makes stokvels an attractive option for many.”

“Members join stokvels to harness collective buying power, allowing them to access goods and services at bulk prices. Additionally, stokvels foster a sense of community and trust among their members.”

According to Lukhele, many stokvels are formed to facilitate bulk buying. “No one feels the importance of bulk buying more than women. As women, they have to look after the children and the house. It is most often women, especially those heading single-income households,

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who bear the brunt of rising prices and other financial burdens, and it is they who are increasingly turning to cooperative buying through stokvels, with grocery stokvels helping families survive the tough times.”

It is a trend that is being seen by retailers such as SPAR. “Over the last few years, we’ve seen hundreds of shoppers coming into SPAR stores as part of grocery stokvels, whereby they have pooled funds along with friends, family and neighbours to buy bulk groceries, mainly essentials. This happens most typically between November and mid-December but can happen more frequently,” says Maubane.

“In the face of widespread financial constraints, grocery stokvels provide a practical lifeline. Not only do they enable members to stretch their budgets, ensuring financial and food security for their families; they offer a good starting point for consumers to learn to maintain control over their limited finances, creating healthier long-term spending habits.”

She says retailers are increasingly gaining a deeper insight into the market and the needs of consumers through community buying or stokvel groups. These groups will regularly share their intended grocery lists with retailers, facilitating improved planning. Consequently, retailers can then prioritise and purchase items in bulk, ensuring they are well-prepared to meet the demands of their customers.



“There has always been an acknowledgement of the power of stokvels in the independent trade,” explains Pereira, acknowledging that much effort goes into building relationships with stokvels. “Over the past year alone, we grew our stable purchases by at least 15% to 20%. It is a robust sector that continues to see growth and expansion.”

He explains that the future looks equally promising, with the younger generation enthusiastically participating in stokvels.

“In our business, we allocate considerable resources to the stokvel sector. We have a deep understanding of their purchasing power and buying patterns. It’s not a segment we approach with a standardised approach.”

He explains that these groups are becoming more structured and goal-oriented, with the rising number of stokvels and the increasing amount of money spent within them. “They know exactly what they want and are discerning about their expenditures. It’s a sector we’re committed to nurturing and expanding, fostering strong relationships.”

The surge in stokvels has proven lucrative for many retailers, amplifying sales and market competition, continues Maubane. Consequently, retailers have adapted their business strategies, becoming more innovative to entice stokvel groups with enhanced value offerings. “SPAR stores nationwide regularly develop and run promotions specifically for stokvels. These happen throughout the year often mid-month and month-end, and on days such as Black Friday or throughout the festive season,” she says.

Visual: <https://personal.nedbank.co.za/>



“Matching stokvel buying days with bulk buying month-end and mid-month sales at SPAR is the perfect time to harness the power of grocery stokvels. By coordinating stokvel purchases with promotional deals, consumers can further maximise their savings.”



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Lukhele says that more and more corporate retailers are realising the purchasing power of stokvels. “Many supermarkets now offer gift card services to add value to the lives of stokvel savers. You choose how much and when you want to top it up. The maximum amount

you can deposit differs from one store to the other. With some stores like Makro, you can deposit thousands of rand while Shoprite allows a maximum load of R10 000.”

Photo courtesy of www.unitrade.co.za/

In 2016, Pick n Pay partnered with NASASA to develop unique grocery offerings for its members, offering back 1% on standard purchases. Stokvel loyalty card members also receive discounts of up to 20% on current promotions.



More than 25 000 stokvel groups are estimated to spend their accumulated savings at Massmart’s Makro and Cash & Carry stores – thanks to the bulk offering and preferential pricing.

Building prosperity for all

With stokvels uniting anywhere from a handful to dozens of individuals to consolidate their financial strength, retailers are increasingly planning around these groups. “Retailers are prioritising and purchasing items in bulk, ensuring that they are well-prepared to meet the purchasing demands of the Stokvel group,” says Maubane.

About stokvels



A Stokvel is a type of credit union in which a group of people enter into an agreement to contribute a fixed amount of money to a common pool weekly, fortnightly or monthly. This financial system is not unique to South Africa, and exists worldwide.

They are known as Chama in Swahili-speaking East Africa, Tandas in South America, Kameti in Pakistan, Partnerhand in the West Indies, Cundinas in Mexico, Ayuuto in Somalia, Hui in China, Gam’eya in the Middle East, Kye in South Korea, Tanomoshiko in Japan and Pandeiros in Brazil – to name but a few examples.

TYPES OF STOKVELS

Rotational stokvel clubs. These are the most basic form of stokvel, where members contribute a fixed amount of money to a common pool. Members would receive the lump sum on a rotational basis, and they are free to use the money for any purpose. Such contributions are usually made in cash. However, several groups are beginning to deposit funds into member’s bank accounts.

Grocery stokvels. Members typically contribute a fixed amount of money towards the purchasing of groceries. The stokvel buying season peaks between the beginning of November and the middle of December, and purchases are made at outlets geared towards bulk purchases. Some retailers are geared for stokvel purchases, but most groups purchase from wholesale and cash & carry outlets. Some groups save funds in a stokvel club account, while others save directly with the outlets, who record these contributions and make stock available for collection during the buying period.

Savings clubs. Members contribute a fixed amount of money to a common pool on regular intervals, and each member receives a lump sum equal to their monthly contribution at the end of the cycle, usually annually. Typically, such funds are collected in cash, stored in a stokvel club account held at a bank. At the end of the cycle, these funds are withdrawn and redistributed to members in cash. Handling of cash is a security risk, but most groups lack electronic money transfer capabilities.

Burial societies. These help members and their families with the costs of funerals, providing practical support for the family. This is known as *izandla* (helping hands). Most groups are ‘self-underwritten’ while an increasing number are opting to partner with reputable insurance companies in order to minimise risk.

Investment clubs. Members pool funds to access growth opportunities in the form of interest from a bank account, buying stocks or establishing or taking part in a business venture. The period of time the money is kept varies depending on the investment.

Social clubs. The groups pool funds to arrange social activities, either at every meeting of the group, or saving towards less regular social activities.

Borrowing stokvels. Such groups save money into a pool, and use it to loan money to members and sub-members. High interest rates are charged for the sustainability and profitability of the groups operational model.

Multi-function stokvels. While some groups maintain the same modus operandi, others evolve to include new functions as the bond between members is strengthened. They may evolve to add a savings club, a loans function, or a burial or investment club.

<https://nasasa.co.za/about-stokvels/>



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Busi Skenjana

Busi Skenjana, Director and Founder of the Stokvel Academy, highlights that stokvels are a lucrative market segment, indicating that it is essential for more retailers to invest resources in understanding the stokvel shopping journey from start to finish. She warns against complacency, saying that the younger generation of stokvels is exploring more significant and better investment and entrepreneurship opportunities, moving away from traditional approaches.

For Skenjana, retailers must have deliberate stokvel relations programmes. "There is still a dire need for stokvel financial education as well, so that they can become smart shoppers."

Catering to stokvels as a customer segment introduces both challenges and opportunities for retailers, says Ndawo ...

“On the one hand, retailers encounter the challenge of effectively managing inventory to meet the diverse demands of stokvels. This, however, presents an opportunity for retailers to proactively curate products according to the stokvel’s needs and tailor promotions and discounts that resonate with the preferences of stokvels, thereby fostering a mutually beneficial relationship.”

Stokvels, she explains, commonly express preferences for specific product categories or brands, based on their collective needs and goals. This influence significantly shapes retail stocking decisions, as retailers aim to synchronise their inventory with stokvel preferences. Understanding these preferences empowers retailers to decide

Photo courtesy of <https://nasasa.co.za/>



NASASA STOKVEL INDABA

Sat 19 Aug, 12pm, Mkhonjeni Stadium, Umkhanyakude DM, KZN

Stokvel Greetings!

The National Stokvel Association of South Africa (NASASA) would like to invite your whole group to the Jozini Stokvel Indaba. Please come in your group uniform.

Sat 19 August 12H00- 16H00


Mkhonjeni Stadium, Jozini, Umkhanyakude DM, KZN

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Agenda:

- Group Banking
- Group Financial Services
- NASASA Funeral Plan
- Group Investment

Guest of Honour: Mr Andrew Lukhele, Founder & Chairman of the National Stokvel Association of South Africa



which products and brands to stock, optimising their offerings for this influential customer segment.

Stokvels often gravitate towards essential products such as groceries, household items, and bulk goods. Groceries and food items remain a prevalent focus for many,

involving bulk purchases of essential items, particularly non-perishables. This allows members to benefit from significant volume discounts. Household goods such as cleaning items and toiletries are another area where stokvels can optimise cost by buying in large quantities. Bulk purchases of meat and liquor, especially during festive seasons or for special occasions, remain a top category.

Appliances and electronics, says Ndawo, are fast-growing market sectors. This strategy allows members to collectively afford high-ticket items they might not be able to afford individually.

According to Pereira, most stokvels still prefer the direct approach when dealing with suppliers and negotiations with retailers for better terms, discounts and exclusive deals often occur.

In other instances, says Ndawo, stokvels make regular financial contributions, creating a substantial fund designated explicitly for bulk purchases and enhancing their collective buying capacity. "Many stakeholders are also leveraging digital platforms to facilitate transparent financial transactions.





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This not only streamlines the financial process but also provides access to exclusive online deals, ensuring that members can maximise the benefits of their collective contributions.”



Cebile Magongo

Cebile Magongo, a Growth Specialist at FNB Cash Investments, says stokvels will remain popular thanks to the ability to leverage the increased bargaining power that comes from pooling funds together. “Secondly, there is a real advantage to the social cohesion that comes with saving in the group. It helps individuals be disciplined in their savings as they don’t want to be the one to disturb the group

Visual courtesy of <https://finmark.org.za/>



savings, and this, in turn, helps the individual attain their personal financial goals.” They also help participants stick to a budget as purchases are planned. This, in turn, prevents overspending and ensures that money is allocated efficiently.

Lukhele says there can be some challenges for the stokvels when dealing with the retail sector – despite the many advantages.

“There may be arguments about buying certain types of brands, and sometimes choices are limited. This means a stokvel could find itself being forced to buy products in bulk that they don’t need.”

In this context, stokvels must recognise the importance of exploring various shopping options, instead of relying solely on one store for all their purchases. With this in perspective, Pereira emphasises that strong relationships remain central to a thriving retail-stokvel partnership.

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“At most of our stores, we host stokvel days where representatives from each stokvel are welcomed. Each store dedicates a day filled with fun activities, complimentary meals, and branded merchandise like t-shirts. These events can attract thousands of people, and we’re dedicated to nurturing these relationships. Suppliers are also present, allowing for close collaboration and ensuring that we maintain strong buyer-supplier connections.”

Envisioning the future

The future trajectory for stokvels suggests an increased emphasis on digitalisation in their purchasing processes and streamlining operations, says Ndawo. “This evolution is set to impact the retail and supermarket sector by demanding adaptability to digital platforms, personalised offerings, and targeted marketing strategies. Retailers that can proactively anticipate and cater to these evolving patterns are well-positioned to thrive in this changing landscape. Stokvels’ continued emphasis on bulk purchasing is expected to drive a need for more flexible and scalable inventory management systems within the retail sector. Retailers may explore tailored promotions and strategic partnerships with digital platforms, to align with the evolving needs of stokvels, fostering a mutually beneficial relationship.”

Makwaka agrees, stating that the future trajectory for stokvels in purchasing patterns will likely continue their trend towards collective and bulk purchases. “Stokvels, known for their



Photo courtesy of www.unitrade.co.za/

collective savings and shared financial goals, will likely seek ways to maximise their purchasing power. This could lead to increased collaboration with retailers and supermarkets, forming strategic partnerships that benefit both parties,” he says.

“This collaborative approach could result in customised deals and discounts tailored to stokvels’ specific needs, encouraging loyalty from these groups. As technology plays an increasing role in retail, we will see the increased integration of digital platforms for stokvel transactions, making purchasing more efficient.”

Adapting to these changing dynamics will be crucial for the retail and supermarket sectors. Establishing and maintaining relationships with stokvels could become a competitive advantage. Retailers may need to re-evaluate their marketing strategies, offering personalised promotions and experiences that resonate with the collective nature of stokvels.

Moreover, there may be a need for flexibility in inventory management to accommodate the bulk purchasing patterns of stokvels. As stokvels often prioritise local and community-centric initiatives, retailers that align with these values may find

themselves more attractive to these groups.

“There are many instances where retailers have successfully adapted their strategies to accommodate stokvels,” says Ndawo.

“For example, certain retailers have introduced exclusive promotions or loyalty programs tailored to members. There are collaborative events, joint initiatives, and the provision of dedicated meeting spaces for stokvels. These adaptations demonstrate a proactive approach by retailers to engage with and address the market’s unique needs, fostering positive relationships and mutual benefits.”

The future trajectory for stokvel purchasing patterns could foster a more symbiotic relationship between stokvels and the retail sector, emphasising collaboration, personalised services, and technological integration. Retailers who proactively adapt to these changes may position themselves as leaders in catering to the evolving needs of stokvels. **SR**



Catherine Larkin is a communication and marketing professional, specialising in Logistics, Transport and Supply Chain. Her company, CVLC Communication, is a corporate public relations, communication, marketing and events consultancy. Its services range from full secretariat support, project management and administration.

Serves: 4
Preparation time: 20 minutes
Cooking time: 15 minutes

GOLDI, COUNTY FAIR, FESTIVE or MOUNTAIN VALLEY Drumsticks

INGREDIENTS

Chicken:

1 ripe mango, peeled, pip and skin discarded
2 red chillis, deseeded and stalks discarded
¼ cup (60ml) lime juice
2 Tbsp (30ml) soy sauce
2 cloves garlic
½ cup (125ml) coriander
1 Tbsp (15ml) olive oil
1 x pack County Fair Drumsticks

For the salad:

1 mango
½ red onion, finely chopped
10g mint
30g rocket
Juice & zest of 1 lime

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For the salad:

Cube the mango and mix with the finely chopped onion, mint and rocket. Add the juice and zest of a lime and toss well.

Serve the fresh salad with the warm chicken.



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Preparation time: 30 minutes
Cooking time: 75 minutes

Few things are more South African than potjiekos and braaibroodjies. This recipe adds a modern twist.

GOLDI, COUNTY FAIR, FESTIVE or MOUNTAIN VALLEY 4 Chicken Drumsticks and 4 Chicken Thighs

INGREDIENTS

Chicken:

30ml canola oil
4 Chicken Drumsticks,
4 Chicken Thighs
1 onion, sliced
Salt and pepper
10ml smoked paprika
10ml dried thyme
2 x 400g tins chopped tomatoes
250ml chicken stock
2 x 400g tins brown lentils
10g parsley, chopped

Braaibroodjies

30g butter, softened
8 slices white bread
250g cheddar cheese, grated
1 tomato, thinly sliced
1 onion, thinly sliced
salt and pepper

CHICKEN, LENTIL AND TOMATO POT WITH BRAAIBROODJIES

Method:

Chicken

Heat 15ml oil in a braai pot over medium-high heat. Add the chicken and brown on all sides. Remove from the pot. Add the remaining 15ml of oil. Add the onion and cook until softened. Add a pinch of salt, pepper, paprika and dried thyme. Cook for a further minute, and then add the tomatoes and chicken stock. Place the chicken pieces back into the pot. Cook the stew over low heat for about 45 minutes. Add the drained lentils and cook for a further 15 minutes. Season to taste with salt and pepper. Top with fresh, chopped parsley before serving.

Braaibroodjies

Butter both sides of each piece of bread. Divide the cheddar between four slices, and then top with tomato and onion. Season with salt and pepper and place another piece of plain, buttered bread on top. Place the sandwiches between a closed grid. Grill over medium heat, taking care not to burn the broodjies. Turn occasionally and braai until golden and crispy.

Serve the braai pot with the cheesy braaibroodjies.



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Julia Baker

The complexity of maintaining pest control and hygiene

When considering hygiene and pest control, it is important to keep what happens behind the scenes confidential. Consumers only want to see a clean, hygienic, and pest-free environment, so what goes into achieving this? And just how achievable is it to maintain a completely pest-free and clean space?

South African health regulations stipulate clear guidelines for businesses, especially those in the food and health sectors. The guidelines are designed to ensure the safety and well-being of consumers and employees.

In addition to penalties, businesses could potentially face legal action if pest-related problems cause harm to a customer or an employee's health. Upholding cleanliness and controlling pests is vital for meeting the regulations enforced by authorities overseeing food-related industries and supply chain. The following national departments are the main parties responsible for food legislation ...

- The Department of Agriculture, Forestry and Fisheries (DAFF)
- The National Department of Health
- The Department of Trade and Industry

The National Department of Health requires that all foodstuffs shall be safe for human consumption



Image by Nikolett Emmert, Unsplash

A proactive approach is suggested as pests leave droppings, urine, hair, and other dangerous parts that pose serious health hazards and can transmit diseases.

By eliminating pests, both food producers and retailers can preserve the integrity of their products and services. These unwanted pests not only cause physical harm to food and packaging, making them unfit for consumption,

but they can also introduce harmful contaminants. Neglecting to address this issue results in significant financial losses and damage to any company's reputation, as well as potential fines and legal troubles.

in terms of the Foodstuffs, Cosmetics and Disinfectant Act, 1972 (FCD Act). Matters regarding the hygiene of foodstuffs are addressed by the National Health Act, 2003.

Pest control

Regular inspections and preventative measures are essential components of pest control to safeguard your business from infestations.

but they can also introduce harmful contaminants. Neglecting to address this issue results in significant financial losses and damage to any company's reputation, as well as potential fines and legal troubles.

Integrated Pest Management (IPM) is essential for successful pest management. IPM is a science-based process aimed at identifying and reducing risks associated with pest management strategies.



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IPM is a mindful approach to controlling pests that involves using a variety of techniques. These methods include understanding the life cycles, behaviour, biology and environmental interactions of pests to identify and eliminate the root cause of infestations. By utilising this information along with available pest control methods, IPM aims to manage any damage in the most cost-effective way while minimising risks to people, property, and the environment. This approach utilises all suitable pest management options, including targeted use of pesticides when necessary.

When used correctly, IPM can outperform traditional reactive pest control methods. The crucial factor is partnering with an accredited service provider who thoroughly understands the IPM approach and knows how to tailor it to unique requirements. Attempting a DIY approach is not recommended; it is better to rely on the expertise of professionals like Flick Pest Control.

The importance of using pest control services



Stuart Steele

Stuart Steele, the Customer Relations & Marketing Manager at Flick Services Group emphasises that ongoing and regular maintenance, effective proofing, consistent and good hygiene and housekeeping practices are followed by retailers and commercial building managers is the first step in minimising pest entry and pest



“ The use of pesticides has been widely recognised as hazardous and has the potential to cause harm to both the environment and accidental exposure to humans through inhalation or contact with treated surfaces. ”

Image by Erik Karits, Unsplash

infestation. Ongoing and regular effective targeted pest control can be tailor made, with site specific programmes for an effective pest control plan. Flick introduces an integrated pest management programme (IPM), at all food outlets, supermarkets and retailers.”

The use of pesticides has been widely recognised as hazardous and has the potential to cause harm to both the environment and accidental exposure to humans through inhalation or contact with treated surfaces. The more holistic approach has been increasingly mandated by organisations, municipalities, and schools for their buildings.

IPM typically requires less pesticides. However, the extent of this reduction may depend on the previous pest control practices used before implementing an IPM programme. IPM is a proactive

to dedicate time and procedures to thoroughly clean and disinfect floors and areas that come into contact with food.



Fatdesign, www.canva.com

approach to pest control that prioritises both environmental consciousness and the well-being of employees and customers.

The most crucial and efficient method for managing pests in a food establishment is by upholding a hygienic facility. Pests can be lured by even the tiniest amount of food; it is essential

Litter can be a major culprit. One recommendation is for employees to make a habit of stepping outside at least once a day to remove any litter that may serve as a draw or shelter for pests. This includes items such as wrappers, food scraps, and empty takeout containers, which may seem insignificant but can greatly impact pest control efforts.



By Africa Images, www.canva.com

“ A single image of a pest in a store, such as a rat or a cockroach, can cause significant harm to the reputation of a store or group at a national level. ”

Sanitisation and hygiene

Any business that deals with food must undergo regular and thorough cleaning and sanitisation of equipment, surfaces, utensils, or any area that has contact with the food. This is done to prevent cross-contamination from occurring and to keep the consumer safe.

Like pest control, there are strict regulations surrounding sanitisation and hygiene standards within the food industry. Failure to meet these standards can also lead to significant penalties and even closure.

Sanitisation is critical for reducing the incidence of bacteria, viruses, parasites, or potentially harmful chemical substances accidentally being introduced to the food and the consumer.

It is always wise to reach out to professionals for guidance, for food safety and quality control, Food Safety Agency has a wealth of knowledge in the industry. Louis Visagie, CEO, says ...

“ As an assignee we provide independent services relating to food safety and quality within the consumer market.

Food Safety Agency delivers a complete end-to-end food safety and quality solution in South Africa. ”

Various technological advancements, such as UV sterilisation wands, ozone generators, and

Regular cleaning and sanitisation

- Thoroughly clean and disinfect floors and food contact areas daily.
- Sanitise equipment, surfaces, and utensils that come in contact with food.
- Use colour and picture-coded cloths for different food preparation areas.
- Implement UV-treated antimicrobial cloths for superior cleanliness.
- Implement Integrated Pest Management (IPM) strategies.
- Conduct regular inspections and preventative measures.
- Partner with accredited pest control service providers.
- Consider environmentally friendly pest control options.
- Create and maintain a daily cleaning task checklist for employees
- Ensure employees remove litter from outside areas at least once daily
- Train staff on proper hygiene and food safety practices
- Regularly sanitise high-touch areas like trolleys and handbaskets
- Pay special attention to frequently used surfaces and counters
- Consistently service, clear, and sanitise garbage cans, dumpsters, and bins
- Properly manage waste areas to prevent pest attraction
- Eliminate sources of stagnant water to prevent pest breeding
- Conduct regular chemical deep cleaning to remove carbon deposits, grease, and grime
- Schedule professional cleaning services to maintain kitchen equipment.
- Maintain proper temperatures in refrigerated areas.
- Stay updated on guidelines from relevant national departments.
- Utilise technological advancements like UV sterilisation wands and electrostatic sprayers.
- Consider automated cleaning solutions for improved efficiency.
- Maintain records of cleaning activities, pest control measures, and inspections.
- Keep documentation of compliance with food safety regulations.
- Conduct internal hygiene audits regularly.





Louis Visagie, CEO Food Safety Agency

electrostatic sprayers, have been implemented to successfully disinfect surfaces and eradicate harmful pathogens. These cutting-edge solutions are vital in upholding cleanliness and promoting overall well-being.

The impact of technology on cleaning has been significant, revolutionising our approach to maintaining cleanliness. With the introduction of automated robots, intelligent cleaning products, and environmentally friendly options, technology has greatly enhanced the efficiency, convenience, and effectiveness of cleaning. As technology continues to progress, it offers a promising future for the cleaning industry, ensuring cleaner and healthier environments for all.

Built on the foundations of four key principles – ERDM, or Exclusion, Restriction, Destruction, and Monitoring – offers a proactive approach that prioritises prevention alongside treatment when properly executed.

Retail and wholesale stores that specialise in FMCG products can often attract pesky creatures, who see them as miniature paradises. The refrigerated areas offer a combination of moisture,

Image by Carleigh Emelie, www.canva.com

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- Eco-friendly pesticides
- Commercial Pest Control

coolness, and darkness that are ideal for hiding. Dry goods like flour, rice, cake mixes, seeds, nuts, teas, cereal and dog food are particularly appealing to these pests.

Garbage cans, dumpsters, bins in canteens are just as appealing as the skips located at the back of the building. It is crucial to consistently service, clear, and sanitise these areas.

As advised by Sani-touch, hygiene and sanitation experts, it is crucial to establish straightforward processes that cover all areas from food preparation in HMR and deli operations to sanitising floors, counters, and frequently used surfaces.

purpose eco wipes that are both biodegradable and flushable, conveniently dispensed from a wall-mounted unit. These paper-based wipes effectively sanitise both hands and surfaces. It is also essential to thoroughly sanitise high-touch areas like trolleys and handbaskets.

Conducting regular chemical deep cleaning will aid your team in keeping top-notch hygiene standards and prolong the lifespan of your kitchen equipment. This specialised cleaning service effectively eliminates carbon deposits, grease, grime, and solidified oils, reducing the likelihood of cross contamination.

Using colour and picture-coded cloths for food preparation is a simple and efficient method of minimising cross-contamination and cross-infection. Take Sani-touch's UV-treated antimicrobial range, specifically designed for use in food preparation spaces, as an example. These multi-functional cloths are printed with both an image and a word in bright hues to ensure superior cleanliness. They come in various categories, such as bakery, fish, vegetable, meat, deli, coffee, and in high-risk prep areas.

A valuable addition to the sanitation arsenal is multi-



Environmentally friendly choices

Green Pest Control, safe for children, pets and the environment, offers an efficient and compassionate solution that eliminates rodents without the use of poisons or toxins. Pest Managers use eco-friendly pesticides which are 100% biodegradable. Pesticides called synthetic pyrethroids are used to control a wide variety of pests. The pyrethroid insecticides are chemically derived from naturally occurring pyrethrin's taken from pyrethrum which is the resin extract from dried chrysanthemum flowers. Another company dedicated to the environment is Eco Smart Pest Control.

Organisations like the Owl Rescue Centre can also offer guidance on other methods of managing

rats and mice. All of these choices have one thing in common – the need for no poisons to be used. This is a necessary measure due to the unfortunate reality of secondary poisoning.

A comprehensive solution for both hygiene and pest control

The connection between pest control and hygiene remains strong, creating considerable obstacles for retailers and wholesalers. Fortunately, with the assistance of skilled industry allies and practical solutions, implementing IPM programmes can be a smooth process. In Southern Africa's dynamic food industry, staying compliant with hygiene standards is non-negotiable.



It's not just about adhering to regulations; it's about ensuring the well-being of consumers and building a brand that creates trust. **SR**

Sources:

- foodsafetyagency.co.za/ | sanitouch.co.za/?s=uv
- greenpestcontrol.co.za | pestmanagers.co.za
- ecosmartpest.co.za | owlrescuecentre.org.za | flickpest.co.za/

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FSA'S GUIDE TO SAFER FOOD PRACTICES

SANS 10049: PRP's

FOOD SAFETY



KEEP CLEAN:

- Regular handwashing and maintaining a clean work environment are critical to preventing foodborne illnesses.



SEPARATE RAW AND COOKED

- Cross-contamination is a major risk in food preparation. Always keep raw and cooked foods separate.



COOK THOROUGHLY

- Cooking food to the right temperature kills harmful microbes and keeps your meals safe.



KEEP FOOD AT SAFE TEMPERATURES

- Storing food at the correct temperatures prevents bacteria from multiplying.



 Download Regulations

 Get in touch

 Get Educated



Understanding the Independent Meat Inspection Scheme (IMI Scheme)

Ensuring that the safety and quality of meat products are paramount in the meat industry. The Independent Meat Inspection Scheme (IMI Scheme) plays a crucial role in achieving this by providing a structured and independent meat inspection service across abattoirs nationwide. Here's an in-depth look at the objectives, scope, and standards of the IMI Scheme.

Objectives of the IMI Scheme

Ensuring Independent Meat Inspection

- **Scope Definition:** Clearly outlines the meat inspection process within abattoirs.
- **Independent Service Provision:** Guarantees an impartial and independent meat inspection service at all abattoirs.
- **Extended Coverage:** Ensures authorised inspection services at ZA approved facilities, export/ import cutting plants, processing plants, and cold stores, as mandated by the National Executive Officer (NEO).
- **Assignee Procedures:** Sets the procedures for designating meat inspection personnel.
- **Operational Standards:** Establishes standards for meat inspection operations at abattoirs and other approved facilities.

Important Definitions

What Constitutes a Meat Inspection Service?

- **Inspection Tasks:** Includes ante-mortem, primary, and secondary inspections, hygiene management verification, regulatory control, and reporting to the Provincial Executive Officer (PEO).
- **Independence:** Inspectors must have no conflicting interests with the abattoirs they work in, ensuring unbiased and independent services.



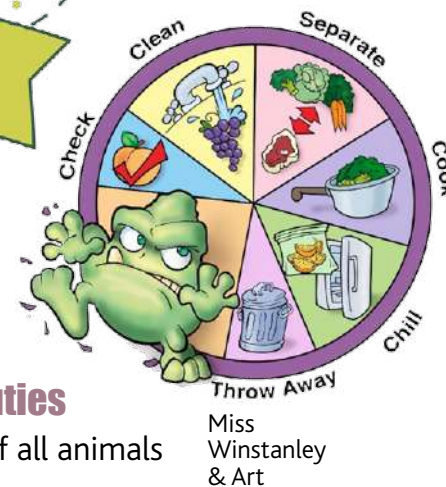
www.freepik.com

The Scope of Meat Inspection

Comprehensive Meat Inspection Duties

- **Ante-Mortem Inspections:** Inspection of all animals before slaughter.
- **Carcass Examination:** Inspection of carcasses, meat parts, cut or deboned meat.
- **Incoming and Outgoing Meat Inspection:** Ensuring all carcasses and meat products (offal) meet safety standards.
- **Secondary Inspections by Veterinarians:** Veterinary approval/condemnation of detained products for human consumption.
- **Regulatory Compliance Verification:** Registered inspectors focus on compliance from ante mortem till dispatch of product.

- **Poultry Abattoir Oversight:** Additional responsibility for poultry abattoirs, ensuring inspection efficiencies and HMS control.
- **Hygiene Management Verification:** Continuous monitoring of hygiene management systems.
- **Sampling for Residue Monitoring:** Regular sampling of meat and organs.
- **Condemned Material Management:** Supervision of condemned material and waste disposal.
- **Research and Training Authorisation:** Providing training and assisting with research.
- **Regulatory Compliance Reporting:** Regular reporting to the PEO on inspection, hygiene management, animal health, welfare, and disease control.



Miss Winstanley & Art

Why the IMI Scheme matters

The IMI Scheme is essential for maintaining the highest standards in meat safety and quality. It ensures that meat inspection services are conducted independently, without any conflict of interest, and with rigorous adherence to established standards.

By defining clear procedures and responsibilities, the IMI Scheme supports a robust framework for meat inspection, contributing significantly to public health and safety. Your trust in our inspection services is valued and ensures safer and higher quality meat products for consumers.

For more detailed information about the IMI Scheme and its implementation, please visit our website or contact our team: Info@afsq.co.za | training@afsq.co.za | Tel: 012 361 1937





Ajay Lalu, co-founder & director
Consumption Information Real Time (CIRT).

Cracking the retailer

Retailers are notoriously hard to sell to. So what should you pitch to open the door?

The retail industry in South Africa has faced tough times of late. Pick 'n' Pay's reported a loss in 2023 for the first time in its 57 year history – it's just one example that endorses this point. Key factors affecting this poor performance include high inflation and rising costs, operational inefficiencies, brand confusion (Boxer, QualiSave), intense competition including in the last mile of delivery, and all of this compounded by load shedding.

It's really hard to convince retailers to adopt new technologies or new products in tough trading times. In this article I want to explore what are the key topics that will gain traction with retailers in South Africa today.

Based on my experience in the retail sector, I believe there are five areas in which retailers will be keen to engage. These provide an insight into how to pitch your product or solution to retailers.

Revenue – unlocking new revenue opportunities, or prospects likely to enhance existing revenue is an obvious lever to pull. Given the low growth environment its naturally understandable that retailers are looking to unlock new revenue opportunities.



“ Contextual marketing that CPG brands pay a premium to retailers for is one such possibility. In recent years retailers and brands have changed focus to online adverts in Facebook, Instagram etc. This trend has seen Amazon and Google as well as Meta becoming huge players in the advertising world. ”

Retailers want to take back their power and since they have the customer relationship, they are dictating how brands engage with their customers and monetising this relationship. This is an example of how retailers can unlock new revenue streams and enhance returns for shareholders.

**Business Process
Optimisation with
AI technology**

Image by cuervo studios, www.canva.com

Cost savings – any initiative that reduces costs or improves margins for retailers and contributes to generating returns to shareholders or passing on cost savings to customers – all result in engendering loyalty.

One area for cost savings includes using data for demand forecasting, inventory management plus customer insights and behavioural analysis. Retail AI is key to unlocking actionable insights

from the vast amounts of data that are being generated each minute.

AI's ability to spot trends in certain geographical areas can assist in inventory management and ensure stockouts are reduced.

Customer experience – retailers are under pressure to deliver a consistent omnichannel retail experience both across online and offline channels. The use of data and technology to enable better customer engagement especially in physical stores (offline) is becoming more important. This includes shorter checkout processes and better recommendations in physical stores.

www.aboutamazon.com/



The smart shopping cart makes grocery shopping quicker by allowing customers to scan products right into their cart as they shop and then skip the checkout line.

Amazon announced in April 2024 that it was abandoning its Just Walk Out technology in favour of smart carts. The technology actually used 1 000 workers in India to monitor the system according to an article in inc.com. So instead of making it easier and cheaper to shop it was actually more expensive.

Image: barons.com.
njabulo-mabanga
www.linkedin.com



Staff engagement and retention – retailers historically did not care too much about high staff turnover, however, the cost of training new staff and the time it takes to get fully productive personnel results in high costs. Retailers are looking at better ways of engaging staff to improve staff retention and incentivising people. A good example of this is the Shoprite Checkers Employee Share Ownership plan that was concluded in July 2022 estimated at a staggering R8.9bn. Staff are another differentiator in an industry where price and other factors are becoming more ubiquitous. Personalisation, staff knowing their customers and their style as well as attentive staff can make a huge difference to customer loyalty. More so than loyalty programmes that all retailers seem to be investing in.

ESG considerations – retailers have been under pressure from both capital providers and customers to guarantee they play a pivotal role in ensuring a reduction in harm to the planet. Most retailers are putting mechanisms in place to monitor their

own CO₂ emissions but are not doing enough to understand in detail the Scope 3 reporting requirements. Solutions targeting this level of transparency will find favour with retailers not only in South Africa but globally.

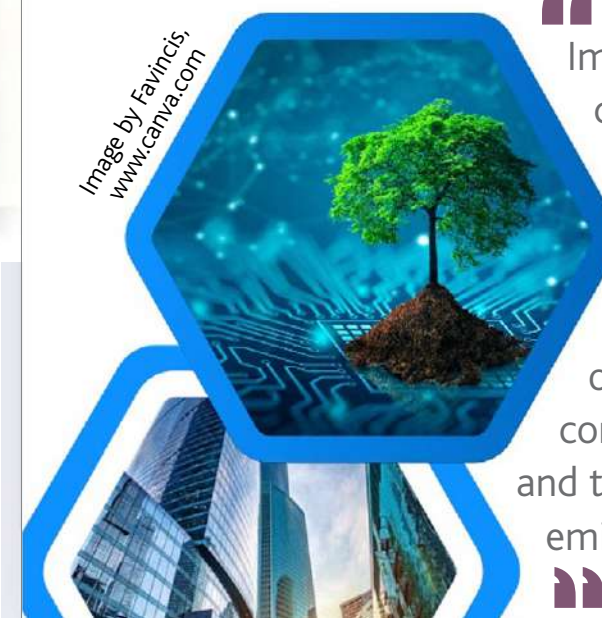


Image by Favincis,
www.canva.com

Imagine retailers could gamify CO₂ emissions by sharing a monthly report based on the products consumers purchase and the total CO₂ emissions per month.

This could allow companies like Discovery Vitality to change shopper behaviour and save the environment at the same time while the customer/client earns Vitality miles for conscientiously changing their product choices.

If you want to crack the tough retail nut you need to know your customers and their needs and wants and pitch your solution based on a value proposition that invites you to create a partnership with the retailer.

As you can see even in tough times there are always opportunities provided you understand where your market wishes to engage/what product areas and provided you can solve real problems for your customers. **SR**

