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Delight your customers

... I want it all
and I want it now

Summer Lovin'

Super charge your
Summer Food Service

**Canned, Chilled
& Frozen Foods**

Staple favourites & innovation
will weather the economic storm



Canned, Chilled & Frozen foods



Image courtesy of Los Muertos Crew, Pixels

The war in Ukraine impacts negatively on global logistics and supply chains, fuel prices are up significantly, while load shedding is having a severe effect on the local economy. As retailers adapt to a post-pandemic trading environment, the effects of the

economic downturn are becoming apparent. Staple favourites and innovation will, however, weather the economic storm.



Image: Township Economy Stories by Thuletho Zwane

Super charge your Summer Food Service

Provide your shoppers with an array of ready- or partially prepared meal solutions that offer convenience, value-for-money, a break from

Contents

their meal routines, with exciting flavour combinations and tantalising displays. Work with your suppliers and staff to generate ideas for your bakery, fresh produce, salad bar, deli, hot food, takeaway and HMR, as well as your fish, poultry, and meat counters.

Summer Food Service recipes

Your suppliers can provide you with a myriad of exciting new flavours to brighten up your HMR department. Experiment and explore until you find your customers' new favourites.



COLUMNS

Delight your customers

Aki Kalliatakis writes that people's desire for a lesser immediate benefit rather than waiting for greater ones in the long term often leads to procrastination – rather than working to finish a project well before the deadline, they later do a rush job, often leading to feelings of guilt.

NEWS



Technology convergence

GITEX, the world's largest start-up event, with over 100 000 visitors. It was awe-inspiring, jam-packed with the latest and greatest technology of all kinds – from a flying car, to fintech, to gaming. It gave a good sense of the profoundly disruptive trends driving technology, and specifically what are the implications and opportunities for retailers.

BMi research into dairy-based beverages

Healthy, nutritionally-rich beverages is a major factor driving the dairy drinks market in SA. The value-add or plant-based component of them is outpacing that growth, with lactose intolerance being cited as the key driver of this trend.

Strong-arm competition practices

OBC Better Butchery made their submission to the Competition Commission on the power wielded by the major national supermarket chains over enforcing exclusive provisions in their lease agreements against challenger retailers and speciality stores.

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Skidding into the end of the year



Helen Maister

The energy at this time of the year is frenetic. Black Friday, Christmas, New Year. New store installations, old store renovations, launches of new products, award ceremonies and the stampeding consumers try to get their 24-pack, baby soft toilet rolls from Spar at R99. Add to that the Dudula action in some parts of the country. It really feels like a boiling pot right now.

As retailers adapt to a post-pandemic trading environment, the effects of the economic downturn are becoming apparent. Consumers are constrained, buyer behaviour is shifting, and new factors are driving basket spend and shopper decisions. In addition, the war in Ukraine among other factors is impacting negatively on global logistics and supply chains, which is filtering through to South Africa – fuel prices are up significantly, while ongoing load shedding is having a severe effect on the local economy. In this environment, what can we expect from the Canned, Chilled, and Frozen Foods categories? Anne Baker-Keulemans and Linda Wilkins take a look what is driving this category.

Summer Food Service for supermarkets, hypers and hybrid wholesale/retail outlets is all about providing

your shoppers with an array of ready- or partially-prepared meal solutions that offer convenience, value-for-money, a break from their meal routines, exciting flavour combinations and tantalising displays. Work with your suppliers and staff to generate ideas for your bakery, fresh produce, salad bar, deli, hot food, takeaway and HMR, as well as your fish, poultry and meat counters. You can also extend the concept and sales opportunities to your cheese bar, cold beverages and fresh produce departments.

To attract and retain customers, consider increasing your customers' convenience and looking at product innovation – with take-and-bake meals, pre-packaged meals, and pre-prepped ingredients for those consumers who still want to cook at home, but prefer to spend less time on meal preparation.

We are pleased to introduce Ajay Lalu (if you haven't heard of him already) to our reader base. He will be contributing valuable insights over the next six months. He has recently come back from GITEX – The world's largest tech show – and asks "Are retailers alive to the implications and opportunities of profoundly disruptive technology trends?" It's a fascinating read. With new information, your ability to visualise the future of retail is only limited by your belief systems.

Helen Maister

Helen Maister



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I want it all and I want it now

Aki Kalliatakis

aki@leadershiplaunchpad.co.za

This is the next article in a short series on how behavioural economics and 'being human' affects your business.

You've probably heard the sayings "live for the moment," "you only live once," and "seize the day" many times. These old-fashioned conventional suggestions may sound fantastic for bringing more spontaneity into your life, but for most of us grabbing immediate rewards right now may tempt us to relinquish a bigger benefit in the future – in favour of the smaller instant prize.

Let's replicate an experiment done many times all over the world: Would you prefer R100 today or R110 in a week? Most people would say "Give me R100 now!" We usually desire quick, if not instant, gratification rather than delaying the better – but more gradual – payoff. And the further away into the future we promise this reward, even if it is a much larger reward, the more likely it is that people will choose less today. That's why people who win the lottery give up regular payments over the next 25 years, and prefer to receive a much smaller amount right now.



Present bias affects our ability to succeed, because it is so alluring to accept an immediate benefit. It can have detrimental and disadvantageous effects on our future self. For example, you might put in a lot of effort to get accepted to a desirable training programme, but then give in to the cultural bias and prioritise hanging out with your new friends above studying for tests.

Psychologists use the term 'present bias' to describe this inclination, and it's an inclination that

exists in just about all of us. It is the practice of favouring lesser immediate rewards over waiting for greater ones in the future.

One side effect of this present bias is procrastination: we can give in to a more immediate reward, like watching your favourite TV series, rather than working to finish a project well before the deadline. When you later have to rush to do the work, even though it feels nice at the time, it causes more stress, and sits at the back of your mind as guilt.

“ People's desire for a lesser immediate benefit rather than waiting for greater ones in the long term often leads to procrastination – rather than working to finish a project well before the deadline, they later do a rush job, often leading to feelings of guilt. ”



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The present bias is not a brand-new occurrence. Ancient Greeks were aware of the desire for instant pleasure, and modern studies of this cognitive bias started in the 1930s. (The phrase 'present bias' wasn't actually created until 1968 by Edmund Phelps and Robert Pollak.) Their hyperbolic discounting model described "the inclination of many people who feel forced to forego bigger rewards in the future in favour of shorter-term ones," as they put it.



Robert Pollak

Edmund Phelps

Interestingly, when Dr. Konstanze Albrecht asked participants to make decisions for other people which would result in an instant reward for them, and then examined the neurological reactions within their brains, she discovered that there was a far higher activation in reward-related areas of the brain. Not many charitable organisations use this technique to get donations as they usually prefer to tap into the sympathy that people feel, but there are a few which turn it into a dopamine-related kick.

Image courtesy of Pavel Danilyuk, Pexels



The reward centres of the brain were significantly less active if the reward would not be realised right away and instead reflected delayed gratification. Similar patterns were also seen in the brain's emotional centres. Once again, it confirms what we've been saying throughout this series of articles: if you think your customers are logical, rational and unemotional machines, you are probably wrong. However, I digress.

The present bias is closely related to impulse buying which, at this time of the year with Christmas and back-to-school, is very common. The need for immediate gratification can result in careless expenditure by your customers, who may decide to spend their money on 'feel-good' things rather than saving it up for a long-term investment. Their desire to break free from the monotony of everyday life can lead to luxury purchases they may ignore at other times.

Although it may feel delightful for customers at the time, the present bias can also lead to some buyer's remorse for your customers later. And they won't blame themselves – they will blame you for tempting them!

Nevertheless, handled properly, it can also have a very positive effect on your profitability. Fortunately, there are useful strategies for controlling present bias and preventing its detrimental effects on productivity, long-term planning, and decision-making.

Some techniques for succeeding with present bias include:

- Make them feel good about their purchase by sharing the generosity. A simple sign saying something like, "for every item sold we will donate to people in need." This helps to nullify their guilt at spoiling themselves and replaces it with feeling virtuous about doing good.
- You can also spark off good feelings by associating what they bought with positive feelings that come with happiness – celebration

or recognition, gratitude, laughter, and anything else that makes them feel good.

- If you can, help them to see their future more clearly. Insurance and investment companies are pretty good at this by painting a picture about what could be.

So if you can get them to think about their long-term dreams and desires, whether they want to accomplish them this year or over the course of the following few years, they will appreciate that.

- Another technique would be to clarify the 'lifetime cost of ownership' by making them aware that if they really need to spend right

now, perhaps they should invest in an item that will 'last longer' or make them be better off in the medium- to long-term future, for example.

- And, since they are buying something which they don't really need, there's nothing wrong with acknowledging that and thanking them for it. The reward to them may be the product itself, but can also be the emotional element that goes beyond the dopamine kick to the release of oxytocin (the 'love' hormone that makes us feel good about being human with other humans) and endorphins (the 'pain killer' hormone that comes from laughter and other positive activities).

At the end of the day, you obviously don't want to discourage customers from making these instant reward impulse purchases to your detriment.

What you do want is for your customers to feel good about them. That's how you get them on your side and retain their loyalty. We sometimes forget that it's not only what we buy that is so important, but that the purchasing experience itself is equally important. **SR**



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Canned, Chilled & Frozen Foods

Staple favourites and innovation will weather the economic storm

As retailers adapt to a post-pandemic trading environment, the effects of the economic downturn are becoming apparent. Consumers are constrained, buyer behaviour is shifting, and new factors are driving basket spend and shopper decisions.

In addition, the war in Ukraine among other factors is impacting negatively on global logistics and supply chains, which is filtering through to South Africa, fuel prices are up significantly, while ongoing load shedding is having a severe effect on the local economy. In this environment, what can we expect from the Canned, Chilled, and Frozen Foods categories?

All three categories rely on brand names, convenience, product innovation and new players to keep them thriving, fresh and appealing. Healthier ingredients and nutrient-dense meals are growing in demand.

Convenience remains a key driver of sales. Pre-prepared sides, ready-to-eat dishes, light meals- and child-friendly options are all time- and effort-savers. In addition, Canned, Chilled and Frozen are well-represented in private label.



Image courtesy of Los Muertos Crew, Pexels

Retailers are investing in their own-brand ranges and expanding on their existing ranges to offer consumers a viable alternative.

The cost of living

In June 2022, Business Tech published an article titled *Food price shocker: These grocery items are now way more expensive in South Africa*. In it, they detailed the extent of food price increases in South Africa and how this impacts the majority of households in the country.

The Household Affordability Index, released by the Pietermaritzburg Economic Justice & Dignity group (PMBEJD), showed food prices in the country were increasing steadily. Their Household Food Basket increased by R78.92 (+1.7%), going up from R4 609.89 in May 2022 to R4 688.81 in June 2022. The Index showed that year on year, the basket was up by R560.57 (+13.6%), from R4 128.33 in June 2021.

There are numerous reasons for this, but the fact remains that many food items are being priced out of the reach of many South African consumers. Because of this, producers, manufacturers, suppliers,



Serves: 4-6
Preparation time: 20 minutes
Cooking time: 1 hour

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The flavour combo reminds of Middle Eastern fare yet fits right into summer. A must-try!

INGREDIENTS

Chicken:

- 4 Tbsp (60ml) olive oil
- 3 Tbsp (45ml) finely grated fresh ginger
- Juice & zest of 1 orange
- 1 ½ Tbsp (20ml) ground cinnamon
- 1 Tbsp (15ml) dried thyme
- 2 tsp (10ml) ground cumin
- 2 tsp (10ml) salt
- ½ tsp (3ml) ground black pepper
- 1 x Chicken Braai Pack

INGREDIENTS

Sweet potato mash:

- 1.5kg orange sweet potato, peeled and cut into rough 3-4cm chunks
- 3 Tbsp (45ml) olive oil
- 1 tsp (5ml) salt
- ½ tsp (3ml) cinnamon
- 30g butter
- 1/3 cup (80ml) milk, warm

CINNAMON AND GINGER SPICED CHICKEN PIECES WITH SWEET POTATO MASH

Method:

Chicken:

- Prepare the chicken: Place the olive oil, ginger, orange juice & zest, cinnamon, thyme, cumin, salt and pepper into a large bowl and mix well. Add the chicken pieces and toss to coat, massaging the marinade into the chicken. Cover and refrigerate for at least one hour.
- Preheat the oven to 180°C.
- Place the chicken pieces skin side up in a roasting dish. Roast in the oven for 1 hour until golden and cooked through.
- For the sweet potato mash: Preheat the oven to 180°C.
- Place the sweet potato chunks onto a lined roasting tray. Drizzle over the olive oil, salt and cinnamon. Toss well.
- Roast for 25-30 minutes, until soft.
- Place the warm sweet potato into a bowl and mash. Add the butter and enough milk to get a creamy, smooth consistency. Serve the warm creamy sweet potato mash with the chicken pieces.



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and retailers are all having to become more agile and flexible in their offerings. Retailers can adjust their ranges to this reality by introducing new package sizes to cater for bulk-buyers, and smaller sizes for those who simply cannot afford more.

There are multiple examples of cheaper protein or plant-based alternatives in the Canned, Chilled and Frozen categories and these can be exposed and promoted to consumers through consistent advertising and working with suppliers to offer promotions and special offers. Advertising campaigns such as Lucky Star's 'Taste of Home' series also keep consumer interest alive in the canned category.

Consumer behaviour is showing a trend towards fewer shopping trips, with those that can afford to stocking up instead of making multiple trips. Consumers are also making purchasing decisions based on total basket spend and are less likely to travel around looking for individual deals, according to Ged Nooy, MD of NielsenIQ South Africa.

Canned foods: A can-do attitude

According to the Feed the Nation Foundation, canned foods are cost-effective, nutritious, shelf-stable, and long-lasting.

When it comes to goods such as chickpeas, peas, and beans, the cost difference of canned versus dry is not always significant and for the consumer, it usually comes down to the convenience of canned food, as well as the benefit of pest-resistant packaging that can also withstand adverse storage conditions such as damp. They are an excellent option for pantry staples and are a good resource for proteins such as corned beef and oily fish. Aluminium cans are also fully recyclable, making this a sustainable packaging option.

Canned goods are a staple for a large majority of South African consumers, driven by a longer shelf life than fresh food, budget friendly options, tummy fillers, and on hand when needed.

In terms of health and nutrition, many post-pandemic consumers are more health conscious and aware of what they're eating, so canned foods with less sugar and salt, and fewer or no preservatives are making their presence felt. Canned foods have made immense strides over the years and consumer trust in cans and their contents is paramount to the success of this massive category.

Canned food has seen some interesting new high-protein meat-alternative options launch into the South African market this year ...



Image courtesy of Pixabay, Pexels

The Household Affordability Index and Household Food Basket

The Pietermaritzburg Economic Justice & Dignity group (PMBEJD) Household Food Basket comprises 44 core food items most frequently purchased by lower-income households. Several of these fall into the Canned, Chilled, and Frozen categories. Many items saw a significant increase of over 10% year-on-year from June 2021 – June 2022 (with the exception of rice, which decreased, and carrots, peanut butter and oranges remaining virtually unchanged).

Cooking oil: +69%	Inyama yangaphakathi (offal/tripe): +15%
Spinach: +39%	Brown bread: +15%
Cake flour: +24%	Frozen chicken portions: +14%
Chicken livers: +24%	Eggs: +14%
Coffee creamer: +23%	White bread: +14%
Cabbage: +22%	Canned beans: +14%
Butternut: +21%	Tinned pilchards: +13%
Beef liver: +18%	Margarine: +12%
Beef: +18%	Maize meal: +11%
Samp: +18%	Bananas: +11%
Polony: +17%	Fish: +11%
Onions: +16%	Apricot jam: +11%
Boerewors: +15%	
Green pepper: +15%	

These increases have had a significant impact on household budgets.



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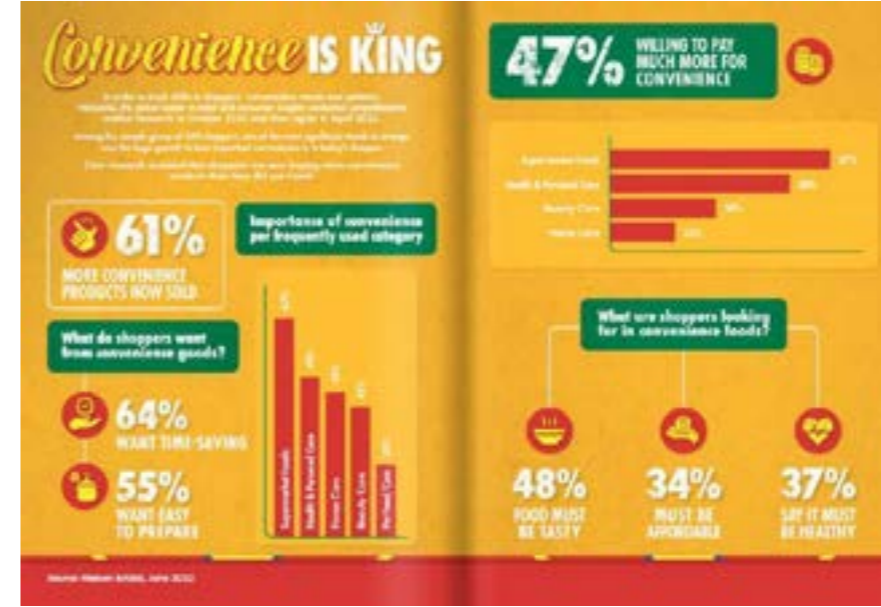
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Promasidor launched a canned version of its Sossi soybean protein chunks in June 2022. The brand, which has been available in East Africa (Ethiopia and Kenya) for some time, now has a canned version of the product in South Africa. Positioned as an high protein alternative, it is available in 3 variants – rich gravy, hot chilli sauce, and tomato sauce.



Lucky Star Soya Mince and Vegetable Stew in a can was launched in July 2022, in 3 variants.



KOO Pilchards was launched in Soweto in June 2022.



Saikav Foods is a South African producer of pre-soaked, pre-boiled Indian food in a can. In 2010, the company launched its first product 'Split Pea Dhall in a Can', and has since added other pre-soaked and pre-boiled canned products such as Gram Dhall, Chick Peas, Moong Dhall, Lentils, and Sugar Beans.



Tin Stuff is a Limpopo-based canning company selling canned chicken feet and necks.



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Frozen food takes off

When it comes to Frozen, buying products such as meat and vegetables in bulk makes sense for those who can afford it – or when it's on promotion. Frozen vegetables are quicker to prepare than dried, and don't have the associated risks of added salt or sugar. The taste and texture are also often much closer to that of fresh produce.



Image courtesy of Valeria Boltneva, Pexels

However, the difficulty with frozen foods, particularly in South Africa, is transport and storage. Many South Africans rely on public transport, which can be unreliable or overcrowded, which can result in their frozen food purchases defrosting on the way home. In addition, not all households have a means to store frozen food, and with load shedding, many homes in poorer areas are without power for increasingly large portions of the day. This makes safely storing frozen and chilled foods even more precarious. Some households share a chest freezer – a valuable asset for those living in small and crowded spaces – and ownership



“ The difficulty with frozen foods, particularly in South Africa, is transport and storage. Many South Africans rely on public transport, which can be unreliable or overcrowded, which can result in their frozen food purchases defrosting on the way home. ”

Image courtesy of
OBC Protea Gardens Butcher

of refrigerators has steadily increased since 2010 (according to a 2021 University of Cape Town study, the appliances that most South African households own are fridges, geysers, washing machines and televisions). Increased fridge/freezer ownership has enabled a greater number of households to purchase and store chilled and frozen foods

The South African Frozen Food Market Overview, 2027 by research firm Global Information, stated that “Frozen food has become the mainstream food trend across the globe. Earlier, frozen food was only synonymous with desserts like ice creams, or some imported frozen fruits that multinationals catered to the market. This has changed dramatically in the last few years as we are witnessing its popularity among a large number of consumers.

In addition to that, frozen food products are increasingly becoming an integral part of our daily diet around the world. Busy lifestyles have driven the food manufacturing industry to produce new products to meet the rising demand from consumers, which, in turn, fuels the overall frozen food market.”

The report, published by Bonafide Research, found that the frozen food market was expected to experience exponential growth. It said, “International trade of frozen products has gained prominence, complemented by improved transportation facilities. Increased consumption of frozen food products in the emerging economies has also contributed to an increase in the sale of frozen bakery products. Other trends, such as packaging and shelf-life enhancement, present

further growth opportunities for the South Africa frozen food market. As a result, companies are investing in technologies to store refrigerated or retarded dough, frozen vegetables and meat, partially cooked, and fully cooked food for longer durations. Also, factors such as developments in the retail landscape and technological advancements in cold chain are driving the frozen food market.”



Mini Frikkadels
checkers.co.za

Beef with Broccoli
foodengineeringmag.com

Online shopping has also driven the growth of frozen foods, along with the addition of plant-based foods, immunity-boosting foods, and personalised nutrition. The report goes on to say, “Focusing on the latest frozen food trends across the country, manufacturers have managed to revert the poor image these products had by going all-in on natural ingredients rich in functional benefits and that allow for new formulations of better quality, appearance and texture.”

Convenience and time-management were noted as frozen food category drivers, with the frozen meat segment predicted to remain one of the “largest segments on account of new product

Image courtesy of OBC Protea Gardens Butcher



launches.” The ready meals segment is expected to grow with a “higher compound annual growth rate (CAGR) during the forecast period owing to the pre-dominant consumption of ready meals among working-class people around the country.”

Covid-19 was named as a somewhat surprising driver in South Africa’s frozen foods market. “Frozen food sales surged during the Covid-19 lockdown period as consumers frequently turned to the freezer for a variety of meal occasions. Players in the space took advantage of new and innovative opportunities in functional ingredients, ready-to-eat meals, and colour-preserving clean label agents. Meanwhile, sustainability in frozen foods was elevated through eco-centric packaging models. This change in consumer behaviour and preference regarding health benefits is projected to increase the sales of frozen food by 2027.”

Globe Newswire presented *Frozen Ready Meals Market to Witness Impressive Expansion by 2029, Segmentation, Competitors Analysis, Revenue Growth, Size, Share and Future Trends* by Data Bridge Market Research. In this report it was stated that the Global frozen ready meals market will grow at a CAGR of 5.4% during the forecast period of 2022 to 2029. It was also noted that the global frozen food market

is projected to register a CAGR of 4.3% during the forecast period (2022–2027).

The report says, “Ready-to-eat food has evolved as one of the most diversified sections of the global ready-meal business in recent years. A growth in convenience patterns and an increase in demand for organic meals have led to a growing need for organic frozen packaged meals. The organic frozen food and beverage sector is another stop for on-the-go consumers, offering anything from frozen sweets to appetizers and meals.”

Key market trends indicated by Research and Markets in their *Frozen Food Market – Growth, Trends, Covid-19 Impact, and Forecasts (2022–2027)* report include an increasing demand for convenience food and a competitive landscape which will continue to drive category growth and fuel innovation.



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Chilled foods – A positive outlook

The chilled foods category is a significant one. It includes prepared meals, ready-to-cook, ready-to-bake, or ready-to-microwave, deli offerings, gourmet cheeses, oven-ready, and on-the-go snacks and meals. For many South Africans, the fridge is the place to go to obtain a quick, easy, and nutritious meal.

Market overviews suggest that the global chilled processed food market is projected to grow at a CAGR of 5.65% during the forecast period (2020–2025). Chilled processed foods that cook quickly and require minimal preparation are a must for time-constrained consumers.

Much like the frozen category, ready-made meals are also becoming increasingly popular, particularly as healthier ingredients, plant-based alternatives, and “good for you” foods become more readily available. From pizzas and pasta-dishes right through to poke bowls, sushi, protein-packed salads, and vegetarian curries, suppliers and retailers have been working hard to develop a range of innovative options that appeal to a variety of tastes and dietary requirements.

The cold chain

When it comes to frozen and chilled products, the cold chain is paramount. Not only does legislation govern this, but it is also absolutely critical for food safety and hygiene, as well as product life and customer satisfaction. From farm to plate is a catchy phrase with real meaning behind it. For William Racinne, South African Country



Director of Petit Forestier, understanding the cold chain and all its challenges is key. When Petit Forestier entered the South African market in 2018, they already had a reputation as the leaders in refrigerated transport across Europe. With over 100 years of experience, and a global footprint, they know a thing or two about the cold chain.

Offering short-, medium, and long-term refrigerated vehicle and container rental, Petit Forestier has an in-depth understanding of the industry. Racinne says, “Cold chain transportation necessitates additional actions such as reducing delays and appropriate storage. It requires a stable cargo setup throughout the transit process to

ensure food safety is not compromised, and that products arrive undamaged, particularly when it comes to aesthetic commodities. You still want frosting on your doughnuts upon delivery.”

Petit Forestier says retailers should ensure that their refrigerated transport supplier maximises high-tech solutions that take advantage of the many developments in the industry. “It is essential that food safety is main-

tained through live vehicle tracking, in-carriage temperature monitoring, frequent cleaning and sanitising, and the correct packing and loading processes and equipment to ensure sufficient airflow and ventilation.” In addition to this, Racinne notes the importance of sustainable vehicles. He says, “While electric vehicles are not entirely suitable to Eskom-powered cities, solar and battery-powered systems that reduce emissions while meeting all other client requirements are the future. Such alternatives could be well suited to the South African climate, while also lowering fuel consumption, making them more cost effective and environmentally friendly.”

Canned, chilled & frozen food trends



Image courtesy of sogaoorganic.co.za

Organic products. Consumers are becoming more aware of ingredients, and they want to know what's going into the products they consume. SOGA Organic launched a certified organic citrus juice in 2015 and have kept a finger on the pulse of South African consumers since. Their latest offering is a 500ml frozen orange juice in a certified compostable bottle with print-on-bottle label, made 100% from sugarcane. According to SOGA, "South African consumers are becoming more aware, more informed and more demanding in terms of access to Certified Organic products." Locally grown, sustainable, and environmentally friendly are all watchwords that are become increasingly important to a large number of consumers.



Strawberry Smoothie
Without Yogurt
greenhealthycooking.com

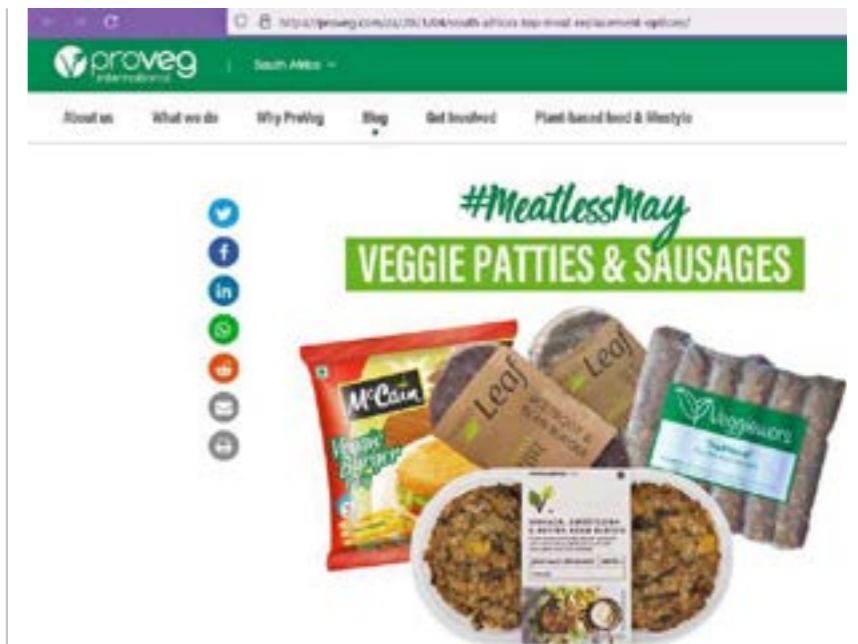
Frozen fruit and smoothie mixes are becoming increasingly popular for several reasons. Frozen fruit lasts longer than fresh and makes out-of-season fruits easily available. These products also reduce the potential for food waste. Frozen smoothie mixes are incredibly convenient for health-conscious consumers and busy families looking to inject a fast and easy burst of nutrition into their daily routine.

Frozen and chilled desserts are growing up. Don't get us wrong, South Africans love a good ice cream and chocolate mousse, ready-made jelly, and crême brûlée are perennial favourites in the frozen and chilled desserts section. But the dessert offering in both the chilled and frozen section has grown well beyond Italian kisses. Fancier desserts and international inspiration have made choosing a sweet treat a lot trickier, and that's a good thing. Convenience is a key factor, but so is skill – many home cooks are



Image courtesy of brenell.co.za

happier buying a dessert than attempting fiddly pastries and sugar craft on their own. Single serving portions are also ideal for families with small children and singletons who don't need to eat an entire cheesecake on their own.



Plant-based options are certainly becoming a more common sight in the canned, chilled and frozen aisles. And despite the recent upset over what these plant-based alternatives can be called, their presence, and the fight over names, proves that they are here to stay. Family braais are a big deal in South Africa, so providing an easily accessible option for non-meat eaters makes good business sense.



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'Gourmet' is a gold standard that consumers are coming to appreciate and trust. As an interest in international tastes was piqued by lockdown, shoppers were also drawn to unique and special at-home experiences. From chocolate and confectionary to alcoholic beverages and coffee, the premiumisation of certain products has taken hold. For many consumers, the term 'quality over quantity' holds true and they are increasingly willing to pay top prices for premium products. This can be seen in supermarket fridges and freezers which now hold gourmet imported and local cheeses, cold meats, condiments, pastries, seafood, and more.



Nostalgia and traditional flavours. Along with gourmet and premium foods, nostalgia and traditional flavours are also gaining ground. Take Parmalat's recently launched shisanyama-flavoured processed cheese slices, produced specifically with popular street food such as kotas and gatsbys in mind. Other innovations include novel twists on well-known favourites, such as apple and blackberry buttermilk pudding, and caramel chocolate malva pudding.



Frozen and chilled baby food and toddler meals.

Frozen or chilled, these products are convenient and nutritious. With child-friendly flavours and ingredients designed to appeal to and even help develop young palates, the contents need to be low in salt and sugar and have their ingredients labelled clearly. Even moms relying on convenience foods will only feed their children food they feel they can trust.



Labelling is becoming a purchase driver. This is because newly health-conscious or environmentally aware consumers want to know exactly what is in their food, where it came from, how it was produced or grown, and in what it is packaged. They want to know what the salt, fat, and sugar content is, and they expect that information to be clearly and easily accessible. **SR**

Sources:

<https://modernmarketing.co.za/joe-public-partners-with-lucky-star-for-inspirational-television-advert/>



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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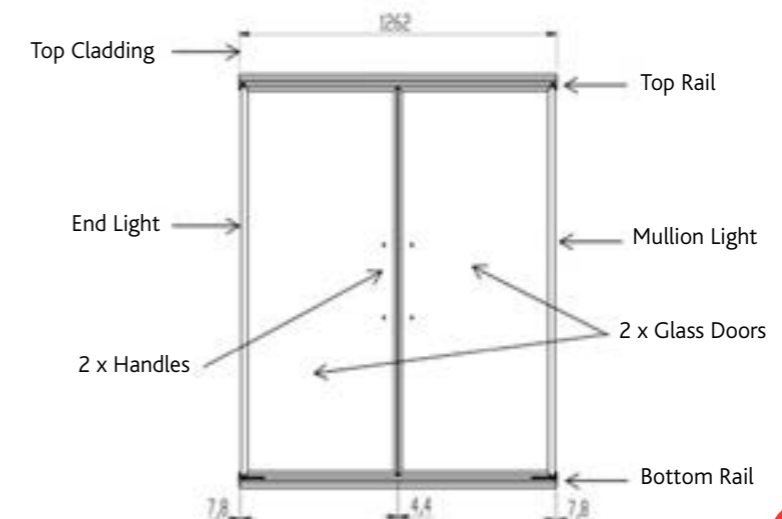
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Glass

- Safety toughened 4mm glass inside and outside standard on all doors. (Toughened to SABS standards)
- All Glass Doors are Argon Gas filled for superior insulation.
- Normal temperature doors are fitted with Low emission front glass and a clear rear glass, both safety toughened.

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Lights (LED)

Energy Saving LED 22W, 6000K, LED Light fitted on the inside of the architrave in a closed polycarbonate light diffuser.



Summer Lovin'

Super charge your Summer Food Service

Summer Food Service for supermarkets, hypers and hybrid wholesale/retail outlets is all about providing your shoppers with an array of ready- or partially prepared meal solutions that offer convenience, value-for-money, a break from their meal routines, exciting flavour combinations and tantalising displays.

Work with your suppliers and staff to generate ideas for your bakery, fresh produce, salad bar, deli, hot food, takeaway and HMR, as well as your fish, poultry, and meat counters. You can also extend the concept and sales opportunities to your cheese bar, cold beverages and fresh produce departments.

To attract and retain customers, consider increasing your convenience and looking at product innovation, with take-and-bake meals, pre-packaged meals, and pre-prepped ingredients for those consumers who still want to cook at home but prefer to spend less time to spend on meal preparation.

Developing and advertising fresh and exciting summer menus can help shoppers plan ahead and provide meal inspiration, as well as opportunities for your store to cross-merchandise across departments.



Image courtesy of Sunsetoned, Pexels

Convenience, comfort food, bolder flavours and exotic dishes

Even before the pandemic, buyer behaviour studies and consumer analysis showed that time-constrained shoppers are eager for convenience.

This is not a new trend, but still one that has great influence. The convenience factor includes child- and family-friendly meals as well as celebratory options for fancier feasts. Comfort food that doesn't take hours of prep continues to gain popularity, from pulled pork to southern fried chicken, rack of lamb, and beef Wellington.

In addition to this, post-pandemic consumers are craving bolder flavours and exotic dishes. They want to eat the world, but they no longer have hours of lockdown time on their hands to create these dishes. Asian-inspired salads, sushi, and tapas with a middle eastern flair are popular choices for assembling at home or as ready-made deli purchases. These trends can be incorporated into your Summer Food Service offering to deliver innovation and pique the interest of your customers.

The challenge here is understanding your demographic – do you keep it safe and stick to traditional or well-known dishes, branch out with exciting and unexpected dishes, or offer a combination of both that speaks to a range of shoppers?

Up to date data and effective analytics are crucial to keeping track of the ever-changing needs and desires of today's consumer, and will allow you to tailor-make your Summer Food Service offer accordingly.



Serves: 6
Preparation time: 10 minutes
Cooking time: 30 minutes

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

INGREDIENTS

Chicken:

- 12 Pieces Goldi Mixed Portions
- 1 Tbsp (15ml) Chicken spice, you can substitute with half a cube of chicken/veg stock, optional
- 1 cup (250ml) Amasi

INGREDIENTS

Tomato Relish:

- 1 Tbsp (15ml) oil
- 1 onion, sliced
- 3 tomatoes diced, or 1 can of tomatoes
- 2 carrots, grated
- 1 tsp (5ml) of sugar
- 1 tsp (5ml) of salt
- To serve, 8 Slices of stale bread

AMASI BRAAIED CHICKEN WITH CHARRED LEFTOVER BREAD & TOMATO RELISH

Method:

Chicken:

In a bowl, combine amasi and chicken spice, or ½ stock cube if using. Mix until the chicken spice is incorporated. Add the chicken pieces to the amasi and evenly coat. Marinate for 2 hours, and a minimum of 30 minutes.

Remove chicken from marinade, shake off any excess marinade, but keep the amasi for basting. Over a medium hot fire, place chicken bone side down. Cook for 12 minutes (if possible covered). Turn chicken, baste, and cook for a further 8 minutes. (to test if the fire is ready; hold your hand above the coals for 5 - 8 seconds, if you have to pull your hand away sooner, the fire is too hot.)

While the chicken is cooking, make your tomato relish. In a cast iron pan over the fire, or on a stove, add oil to the pan, and gently fry onions for 8 minutes, until golden in colour.

Add your chopped tomatoes, sugar, salt and grated carrots and let simmer for about 2 minutes. Lightly char bread over the fire.

To serve, add a dollop of the relish to bread and top off with chicken.



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Summer Foods: an array of opportunities

Summer in South Africa calls for outdoor entertaining, festive foods, fresh dishes on hot and muggy nights, spices to add some heat on rainy days, and load shedding-friendly meals.

Fresh produce is, of course, key, but for many consumers, chilled, frozen, and even canned options are more budget-friendly and longer lasting. Pre-mixed spices, spice pastes and cook-in sauces are convenient and bring that touch of excitement that many home-cooks are looking to add to their kitchen, while a fresh herb offering gives your shoppers more choice. Optimising ready-made and deli dishes for load shedding mealtimes for the whole family should also be a priority.

South Africa is the braai nation, and shisa nyama truly kicks into a higher gear in the warmer (and in some instances, much wetter) months. Many South Africans eschew traditional end-of-year festivities in favour of a braai, and some have even been known to braai their Turkey on Christmas Day.

With the price of meat increasing steadily, in-store butcheries are including cheaper cuts of meat alongside their premium offerings, and bulk-buying promotions are becoming more and more popular.

At the same time, consumers who can afford it are looking for high-end cuts as well as grass-fed, free-range, antibiotic-free meat. Ready prepared, deboned, marinated braai meats are a highly desirable summer food, as are marinades, rubs, and spices for those braai masters with a little more time on their hands.

Image courtesy of Township Economy_Stories by Thuletho Zwane



Globally, we are seeing a rise in vegetarian and flexitarian diets. Braai-loving consumers looking to reduce their animal-based protein consumption are happy to try meat-free braai alternatives and can often use many of the same condiments and spices that meat lovers enjoy.

By including these options near or alongside a braai display, retailers can take advantage of cross merchandising and shared displays. Consumers are becoming increasingly open to new tastes and flavours for their braai recipes and there are opportunities to offer a range of ready-to-braai starters, mains, breads, and desserts, with tempting vegetarian options such as halloumi kebabs, stuffed butternut, or mushrooms and vegetables in foil finding their way onto the braai grill.

Fish braais are not as common as meat braais, but consumers are becoming more willing to trust in-store fish mongers when it comes to whole fish for the braai, prawns and other seafood. As these are not traditional braai or festive season solutions for most consumers, it would be helpful to provide recipe suggestions which have the benefit of bolstering sales in other departments as well.

Your fish counter will have many offerings for summer entertaining, so optimise this value through signage that tell your customers what you have and how they can use it, such as scallops, fresh calamari, shrimps, mussels and clams, which have all the makings of a traditional seafood paella or pasta.

Seafood is an excellent summer food option, and it pairs very well with fresh flavours such as citrus. Fish also features heavily in Asian and Mediterranean

dishes and can be used as a standout ingredient in South American and European recipes as well, making it a versatile summer protein for your shoppers

Store design and Summer product displays

When it comes to your Summer Food Service, don't underestimate the power of fresh fruit and vegetables, smoothies, pressed juices, vitamin shots, and chilled displays, which are visually incredibly attractive and have significant health and nutrition appeal.

Use these bright colours and natural, interesting shapes to complement senses such as smell and taste to catch the attention of your shoppers. This means ensuring your lighting is optimal and your chillers, fridges, freezers, and fresh produce stands look sleek, clean, and contemporary.

The aim is to provide a comfortable, enticing shopping experience. While natural lighting is not always an option, improved LED lighting can mimic natural lighting to bring out the best in your merchandise.

A market-style shopping experience does require more space for product displays, but it has been proven to encourage browsing and impulse buys, while also slowing shoppers down. Subtle flooring patterns can also guide and direct consumers, to maximise those enticing product displays.

Food safety and hygiene – keeping consumers and staff safe during the hot Summer months

Many of the health and hygiene procedures put in place during the height of the Covid-19 pandemic remain relevant today.

Image courtesy of OBC North Park Mall



Cleaning standards underwent a much-needed overhaul, and consumers have become accustomed to a higher standard of cleanliness. This is a good thing, as even a perceived lack of hygiene can cost a store business. The hotter months of Summer create more opportunities for foodborne germs to thrive and particular attention must be paid to the integrity of your food chain, from delivery to sell by dates.

All staff should be educated on the dangers of cross-contamination, and packers should know to pack meat, poultry, and fish/seafood in separate bags. All departments selling ready- or partially ready prepared foods should be following a rigorous food safety protocol. Handwashing is an absolute necessity, and customers should be encouraged to sanitise their hands on entry into the store.

Staff must wear the appropriate protective clothing when handling food, and all prep and display areas should be 100% clean at all times. It is imperative, particularly when dealing with fresh produce and other food products, that any source of bad odour be identified and dealt with promptly, as this is something that can endanger your entire store.

Online shopping: Summer Food Service, ready-made and delivered

Convenient, safe, and often benefitting from online-only deals and offers, online shopping is certainly here to stay. Most major supermarket groups have either initiated online shopping and delivery options or expanded on their already existing platform.

When it comes to ready meals, deli options, takeaways and other food service deliveries from your store, speed is of the essence. Retailers known for fast, efficient delivery with plenty of options on offer will certainly win out over slower, less efficient players.

Ensuring your online platform is user-friendly, reliable, and efficient plays a critical role in





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Communication with consumers is key to e-commerce success. However, while speed matters, other factors such as product integrity, no spills or leakage, and the correct order count just as much. It is imperative that packers and delivery drivers maintain food quality, contents, packaging, and safety.

Load shedding and the impact on Food Services

Load shedding has had an undeniable impact on the retail sector. During summer months, the food service category is particularly at risk as the cold chain needs to be maintained, without interruption, in order to guarantee food safety. This requires an effective load shedding contingency plan to be in place, with a seamless transition from grid power to a power alternative.

It is important to include lighting in your load shedding management plan, as shoppers are deterred by darker spaces and not being able to clearly see the product or packing.

On a positive note, consumers looking for a dinner-during-load-shedding answer will look to readymade meals and dishes that can be prepared at home, using appliances that can be run on inverters and battery systems. For your

Image courtesy of OBC North Park Mall



Summer Food offering (and all year round), include microwave and air fryer meals, food that can be cooked or heated using gas stovetops, and of course, anything that can be braaied. Ready meals such as salads that can be eaten cold are, as always, popular during the hot summer months, and this is naturally a particular benefit when it comes to load shedding.

Summer Food Service trends

Your Summer Food Service offering will be all the better if you include fun, refreshing, and innovative elements. Local fresh produce lends itself to bright, cheerful displays, and the health benefits of summer

crops are a real bonus when it comes to attracting consumers. Even the most traditional of dishes needs to be presented appealingly if you want to tempt your customers into making a purchase. The entire shopping experience comes into play, so supermarkets and retailers need to be at the top of their game in this fiercely competitive space. Staying abreast of current and upcoming trends is one way of doing this. These are the national and international trends and developments to watch.

International inspiration, from bold flavours and interesting ingredients to innovative recipe development, are part and parcel of the local South African market.

“ Load shedding has had an undeniable impact on the retail sector. During summer months, the food service category is particularly at risk as the cold chain needs to be maintained, without interruption – with a seamless transition from grid power to a power alternative – in order to guarantee food safety. ”

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In her article titled *Local tastemasters on African-inspired festive tables and future food trends*, Zodwa Kumalo-Valentine writes about several new international trends that we are already beginning to see on South African shores. These include “celebrating African roots, reclaiming spices, creating indigenous fusions, and restaurants at home.”

After the uncertainty of the last few years, consumers are turning to nostalgia to foster a sense of belonging. Festive fare is no different. Kumalo-Valentine writes, “That emotional connection we seek often finds expression in our need to make the default seven colours or boereboontjies and bobotie, but ‘our summer season allows our Christmas food to reflect our farming heritage,’ says Tandi Oosthuizen, head of e-commerce at Babylonstoren. ‘We can swap the cranberry sauce for the colder world of seasonal fresh berries such as blueberries and blackberries, and for fresh salads with sun-ripened tomatoes and basil, and pumpkin pie and malva pudding for thick slices of watermelon with mint, juicy plums and buffalo yoghurt [a Greek-style dense rich yoghurt made with buffalo milk] for dessert.’”

Seafood is a big part of the South African festive season, but a growing understanding of the issues around sustainable fishing, fish farming practices, and bycatch of other fish is causing consumers to shop more selectively. Retailers have an ethical responsibility to ensure their fish offering is SASSI Green (<https://wwfsassi.co.za/sassi-list/>) and has been sourced from sustainable fishing practices.

Hyperlocal or endemic foods and products are very popular amongst South African consumers.

Image courtesy of OBC North Park Mall



“ Local fresh produce lends itself to bright, cheerful displays, and the health benefits of summer crops are a real bonus when it comes to attracting consumers. Even the most traditional of dishes needs to be presented appealingly if you want to tempt your customers into making a purchase. ”

This is from a sustainability perspective as well as the rediscovery of traditional flavours, ingredients, and dishes. From Karoo lamb to Kalahari truffles, kapokbos (wild rosemary), sour fig, and nastergal jam, searching for innovation in our own country is an obvious choice.

Plant-based alternatives are becoming more readily available and the range of food solutions on offer is astonishing. Pumpkin, butternut and sweet potatoes, nuts and seeds, legumes (chickpeas, lentils, beans) and grains (rice, quinoa, spelt), tofu – the list is endless and your Summer Food Services would do well to incorporate solutions that include these options. Consumers with certain dietary restrictions, as well as those looking to reduce their environmental impact and live more sustainably, are driving growth in this sector. This trend seems set to continue across all consumer segments. **SR**



Find out about sustainable fishing practices_Image courtesy of <https://wwfsassi.co.za/sassi-list/>



Ann Baker-Keulemans is a highly experienced B2B and B2C journalist, writing on topics related to business, lifestyle, technology, and health, with extensive knowledge on the SA retail and wholesale landscape. She holds a Bachelor of Arts degree in English Literature (British and Commonwealth) and Media Studies and is a member of the Golden Key Honour Society. Contact annbk@wilkinsross.co.za | www.wilkinsrossglobal.com



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Cooking time 90 minutes | Serves 4–6

Ingredients

QUICHE:

- Sump 500 g
- Water 1,5 litre
- Vegetable stock 1,5 litre
- Virgin olive oil 2 Tbsp (30 ml)
- Medium onion, chopped 1
- Garlic cloves, thinly sliced 2
- Thyme 1 Tbsp
- Mushrooms, cut in quarters 250 g
- Lucky Star Middlecut 2 cans (400 g each)
- Fresh cream 1 cup (250 ml)
- Dill or fennel 1 Tbsp
- Orange zest or juice 1 Tbsp (optional)
- Butter 2 Tbsp (30 ml)
- Parmesan cheese or any hard cheese 100 g
- Salt and pepper to taste

Method

- Soak the samp in 1 litre of water for at least 2 hours, or preferably overnight.
- Drain the water & rinse with the remaining 500ml water, rubbing the samp between flat palms while removing the kernel coating.
- In a deep heavy-based pot, pour in samp and cover with 1-litre vegetable stock and bring to the boil.
- Lower the heat to medium and cook samp till al dente, topping up with stock and stirring occasionally, until all the stock has been fully absorbed.
- In a medium saucepan over medium heat add oil and fry onion for 5 minutes, add the mushrooms, garlic, salt, pepper, orange zest and cook for a further 3 minutes, then add to the fish together with the cream and simmer for a further 5 minutes, while stirring occasionally.
- Add orange juice and stir till well combined (optional).
- Top with butter and parmesan cheese and serve.



Chicken, green pepper and onion kebab, with flatbread

Prep time 20 min
Cook time 20 min
Serves 2

Goldi's perfectly portioned kebabs are an easy braai day essential.

Ingredients

- 1kg Goldi Chicken Kebabs
- 2 onions, quartered
- 2 green peppers, cut into 2 cm cubes
- 2 Tbsp (30ml) oil
- 1 ¼ cup (180g) Flour
- 1 tsp (5ml) salt
- 2 tsp (10ml) baking powder
- 4 Tbsp (60 ml) oil
- 150ml Amasi

Method

- Remove the chicken from the skewer.
- To make kebab, start by skewering onion, then chicken, followed by pepper. Repeat this process until you have 4 pieces of chicken on each skewer.
- Before cooking kebabs, oil the grill.
- Add the chicken to grill for 25–30 minutes, flipping every 5 minutes to keep it from burning.
- Remove and serve with flatbread and coleslaw.

FLATBREAD

- To make flatbread, combine dry ingredients in a bowl and mix.
- Make a well in the centre and add amasi and oil.
- Slowly incorporate until a dough is formed, and knead for 5 minutes. The dough will be wetter than regular bread dough.
- Let the dough rise for 10 minutes.
- Divide dough into 6 portions and roll out to about 0,5–1 cm thickness.
- Dry fry the flatbread for 3 minutes a side. Flatbread can also be cooked on the fire for some extra smokey flavour.



Broccoli and pea slaw

Prep 4 min | Cook 0 min | Serves 10

Ingredients

- 3 cups Broccoli
- 1 tin KOO Fresh Garden Peas
- 1 small Purple Cabbage, shredded
- 1 small Green Cabbage, shredded
- 1 Onion, sliced
- 2 cups Spinach, shredded

HONEY MUSTARD DRESSING:

- Lemon, zest and juice
- ¼ cup Oil
- 1 tsp Salt
- ½ tsp Pepper
- 1 tsp Mustard
- ½ cup Yogurt
- ½ cup Crosse & Blackwell Tangy Mayonnaise

To make the dressing

- Blend together all the ingredients and season to taste.
- In a large bowl stir together the broccoli, cabbage, onion, spinach and peas.
- Then stir in the dressing to coat the salad evenly and serve.



Sasko black forest pancake cake

Prep 1 hour | Serves 8–10

FOR THE PANCAKES

- 500 g Sasko pancake mix
- 50 g cocoa powder
- 2 extra large eggs
- 1 litre water
- 50 ml vegetable oil
- 40 ml brown vinegar

FOR THE FILLING AND TOPPING

- 400 g cherry jam
- 80 g milk chocolate (coarsely grated)
- Icing sugar for dusting
- Fresh or canned cherries for garnish (optional)
- Extra grated chocolate for garnish (optional)

FOR THE CRÈME FRAICHE ICING

- 250 g crème fraiche
- 50 g castor sugar
- 5 ml vanilla extract

Method

- Mix the cocoa powder with Sasko pancake mix and continue with the recipe as per instruction on the package. Set the chocolate pancakes aside to cool.
- To make the icing, whisk the crème fraiche, sugar and vanilla in a bowl until thickened.
- To assemble the cake, start with one chocolate pancake and spread some cherry jam onto it, following with a sprinkle of grated chocolate. Stack another chocolate pancake on top and continue until all the pancakes are stacked with a jam and chocolate filling in between. Do not spread jam on the top layer of the pancake stack.
- Make sure all the pancakes are stacked neatly and tightly, and keep cold in the fridge until ready to finish.
- If the edges of the cake are uneven, trim off the excess to create a smooth and neat edge.
- If using canned cherries, be sure to drain and dry the cherries on paper towel before using.
- Using a palette knife, spread the icing evenly on top of the pancake stack and decorate with cherries and grated chocolate (optional).
- Slice and serve with extra icing on the side (optional).



Cook time 45 minutes | Serves 4

Ingredients

MEATBALLS

- Lucky Star Pilchards in Tomato Sauce 2 cans (400 g each)
- Eggs 2
- Breadcrumbs 1 cup (250 ml)
- Salt and pepper to taste
- Fresh basil to garnish (optional)
- Parmesan shavings to garnish (optional)

SAUCE

- Olive oil 2 Tbsp (30 ml)
- Medium onion, thinly sliced 1
- Spaghetti 300 g
- Garlic cloves, crushed 2
- Whole tomatoes in sauce 1 can (410 g)
- Pinch of salt

Method

MEATBALLS:

- Preheat the oven to 180°C.
- Remove only the pilchards from the can, reserving the tomato sauce, and place them into a bowl.
- Debone and flake. Combine with remaining pilchard meatball ingredients and mash with a fork.
- Roll a tablespoon of mixture into small meatballs with your hands.



Garlic roasted chicken thighs with bacon, butter beans & green beans

Prep time 15 min | Cook time 45 min | Serves 2

Ingredients:

- 1 x County Fair Chicken Thighs (4pcs)
- 2 Tbsp (30ml) olive oil
- 50g butter, melted
- 2 cloves garlic, thinly sliced
- Juice and zest of 1 lemon
- 100g diced bacon
- 1 Tbsp (15ml) butter
- 1 x 400g tin butter beans, drained
- 150g green beans, trimmed and steamed
- Juice and zest of 1 lemon
- Salt and milled black pepper
- Fresh parsley, roughly chopped

Method:

- Preheat the oven to 180°C.
- Season the chicken pieces with salt and pepper and place in a small roasting dish.
- Whisk the olive oil, butter, garlic and lemon juice and zest together. Pour over the chicken the place in the oven to roast for 40-45 minutes, until cooked through and golden.
- While the chicken is cooking, add the bacon to a pan over a medium heat and allow to cook, stirring often until golden and crisp. Add the butter to the pan, and once melted, add the butter beans and green beans. Sauté for 5 minutes then season with the juice and zest of the lemon and a generous sprinkle of black pepper.
- Garnish with freshly chopped parsley. Serve the roasted chicken thighs with the warm bacon and bean side.

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Sasko cheesy masala bread and egg bhurji

15 minutes | Serves 2

Ingredients

- 4 slices Sasko low GI soy & linseed white bread, cut into cubes
- 3 eggs, beaten
- 1 tbsp milk
- 1 tsp masala spice mix
- 1 tbsp butter
- 1/2 cup cheddar cheese, grated
- 2 tbsp spring onion, sliced
- 1 tbsp parsley, chopped
- Salt and pepper to taste

Method

- In a bowl, beat the eggs, milk and masala spice until well combined.
- Heat up a non-stick pan over medium and add the butter.
- Fry the Sasko low gi soy & linseed white bread cubes in the butter for a few minutes before adding the egg mixture.
- Once the egg mixture has been added, scramble everything together to combine and cook.
- Add the cheese and spring onion, season with salt and pepper and take the pan off the heat. Let the cheese slowly melt.
- Sprinkle the parsley over the top and serve



One-tray Greek chicken with rice and olives

Prep time 15 minutes | Cook time 40 mins | Serves 4

Method:

- Preheat the oven to 180°C.
- Season the chicken drumsticks with salt, black pepper, oregano and lemon zest.
- Heat the olive oil in a skillet or heavy-based pan over medium-high heat. Add the chicken skin side down and caramelize until golden; turn over and repeat on the other side. Remove from the pan and reduce the heat to low.
- Add the onion to the same pan and sauté for 5 minutes until slightly softened. Add the garlic and oregano and sauté for 3 minutes more.
- Add the rice and chicken stock, stir to combine, and place the chicken pieces on top.
- Place the skillet in the oven and bake for 20-25 minutes, until the rice and chicken are cooked through.
- Once cooked, remove from the oven. Grate over the lemon zest and squeeze over the juice. Scatter over the olive and crumble the feta. Finish with freshly chopped parsley and lemon slices. Serve. **SR**

Ingredients:

- 1 x County Fair Drumsticks (6pcs)
- ½ tsp (3ml) salt
- pinch ground black pepper
- 1 tsp (5ml) dried oregano
- Zest of 1 lemon
- 3 Tbsp (45ml) olive oil
- ½ onion, finely chopped
- 2 cloves garlic, finely chopped
- 1 Tbsp (15ml fresh oregano, finely chopped (or dried)
- 1 cup (250ml) basmati rice
- 2½ cups (625ml) chicken stock
- 1 lemon, plus extra slices for garnish
- 150g green olives
- 100g feta cheese
- A small handful fresh parsley, chopped



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Technology convergence

A new world of opportunities for retailers

I had the good fortune, thanks in part to sponsorship by Microsoft Africa Transformation Office, to exhibit at GITEX this year. It's the world's largest start-up event with over 100 000 visitors which is held in Dubai. It was absolutely awe-inspiring, a space something like 10 times the size of the Sandton Convention Centre jam-packed with the latest and greatest technology of all kinds, from a flying car (demonstrated by Huawei) to fintech to gaming. I came away with a good sense of what the trends driving technology are, and specifically what the implications for retailers are.

The overriding trend is convergence – of technologies and of worlds. This trend will have widespread significance. It can be traced back to the development of gaming, which has seen the creation of increasingly realistic environments in which players could immerse themselves. Originally, such games were largely solitary, and then came the technology for multiple players to participate in one game at the same time thanks to cheaper, more plentiful bandwidth. 5G will exacerbate this trend further and gaming will continue to lead the digital physical convergence.

Very nice for the gamers, but the significance is much broader. What has essentially been created is an increasingly realistic world in which multiple people can participate in progressively

“ Are retailers alive to the implications – and opportunities – of profoundly disruptive technology trends? ”

Ajay Lalu, CEO of Q-HOP
reflecting on GITEX



sophisticated ways. This is the beginning of the metaverse, The metaverse is (or will be) an interactive environment build on blockchain and internet technology like Web3.0.



Many argue that this increasingly convincing virtual reality is becoming more and more attractive, especially to young people. Many of today's young people are finding the world a somewhat hostile place: it's often impossible to imagine becoming a homeowner, and many cannot tolerate coming into context with opinions they find distasteful, or simply outpriced from the market. Many others have become completely traumatised by the imminent collapse of the global ecosystem as predicted by many institutions and people.

Whatever one's views, one must concede that there are reasons why spending more time in an alternative reality could be attractive to some.

From the retailer's point of view, the ability to create a much more realistic virtual world means endless opportunities.

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The most obvious of these would be the opportunity to replicate the in-store experience digitally.

“ Despite improvements, today’s e-commerce sites are not much more advanced than they originally were – more reviews maybe, sometimes better photographs, but it is just catalogue shopping on steroids. The in-store experience remains the real deal, where you could be given a 360-degree customer experience and, at the very least, touch and feel the product. ”

In-store everywhere

But what if one could replicate the in-store experience online? Not only would that supercharge your existing business, but it would also genuinely open up new markets. Imagine you are a wealthy individual in, say, Kinshasa and you want to buy a Louis Vuitton handbag, something that’s not available in any store in town. You could look at a picture on the e-commerce site, but it’s a pricy item and, anyway, it’s a rather flat experience compared to going into a luxury goods emporium and spending some time browsing and being dotted on by sales assistants.

One option is to jump on a plane and go to Lagos or Johannesburg or Paris, but that’s not realistic for most of us. So, a realistic experience of the Louis Vuitton shop in the Place Vendôme at home would open up a global market for many products.

The same scenario would play out across retail



But what if one could replicate the in-store experience online?



– a consumer in Durban could experience a craft market in Cape Town and order a unique item to be shipped to her.

Importantly, this is a two-way street. A craftsman or – woman can also gain customers across a country (or the globe for that matter) without incurring the expense of finding agents and so on. He or she could allow potential customers to see how the creative process unfolds or track

the creation of the specific item they have ordered. Africa can shop the world, but perhaps more importantly the world can shop Africa.

One sector of retail that could obviously be transformed is clothing. Selling clothing online has always entailed a lot of returns because human bodies are not standard, and variables like the cut of a garment cannot really be properly shown on a photograph.

But imagine if your avatar with your actual body measurements could try on a garment in the metaverse before ordering it. The next step, clearly, would be to have a garment manufactured to your measurements which heralds an era of hyper personalisation.

Another way that technology could open up new markets for retailers now is the ability to sell product on any social media platform. Here's how: the manufacturer of a distinctive garment – say a shirt – could find all instances of people wearing that product across multiple social media platforms (using AI), and then tag that item so that visitors to that page could order the same product.

You like the shirt I'm wearing on my latest Facebook or LinkedIn profile picture? Click on the tag and go straight to the site of my shirtmaker or retailer to order one just like it but in your size.

Let's get phygital

One of the golden threads that runs through these technologies and their use cases is the convergence between the physical and the digital. We see that in many of the examples I have already noted.

And brick-and-mortar retailers could harness this kind of technology to enhance the in-store experience too – a mobile device could be used to scan an item and immediately obtain reviews, specifications and the like. Other information like how sustainably the product is produced or its impact on the environment could also be provided.

In this vein, I was particularly impressed by Microsoft's Hololens, which was demonstrated



at GITEX. It has numerous applications already in healthcare and manufacturing, for example, but it could be used by savvy retailers as well. The Hololens now looks just like a pair of stylish spectacles, but its lenses actually act as a screen to bring the virtual world into the real world.

The Hololens or similar technology would provide an enhanced version of the in-store experience in the convenience of your home or office any time of the day.

The future, including the future of retail, means processing large amounts of data and using the resulting insights in real time on mobile devices. The cloud for processing and 5G for enabling data-driven mobility are central here. This convergence is going to be vital also in the emerging use of drones for delivery, especially in remote areas, and also in the larger drones that act effectively as flying cars – Huawei demonstrated one very successfully at the expo.

I have given just a taste of how technology and its convergence can disrupt retail, and I want to leave you with one closing thought. These

technologies are here or coming down the track rapidly – Microsoft's stand was aptly themed "Believe the hype, it's real" – but I wonder how many retailers are applying their minds to how they are going to use them, and how they are going to cope with the inevitable disruptions that they will introduce.

Think of it as exciting or scary, but the future is upon us.



SR

Are you ready?

Ajay Lalu, co-founder and director of Consumption Information Real Time (CIRT) and Q-HOP.



Ajay Lalu is a serial entrepreneur who has founded several successful companies including the Black Lite Group. He has showcased CIRT's innovative solutions at the world's largest IoT Conference, IoT Solutions World Congress – Barcelona, 2019. He is a guest lecturer at the Gordon School of Business (GIBS) on digital innovation and strategy. Ajay is greatly involved in initiatives aimed at developing SMMEs and tech start-ups.



Covid pandemic shifts consumer demand for dairy-based beverages



Khathu Musingadi
Senior Research Analyst
BMi Research

Growing consumer demand for nutritionally-rich and convenient beverages that are thought to boost overall health is a major factor driving the dairy drinks market in South Africa. At the same time the value-add or plant-based component of dairy products is outpacing that growth with lactose intolerance being cited as the key driver of this beverage trend.

BMi Research reveals that Covid-19 and its aftermath played a central role in the performance of dairy and plant based products in the market.

The product range is a mix of essential low-price foods and luxury products. The biggest volume increases in the aftermath of Covid came from the Flavoured Milk and Value-Added Dairy (VAD) sectors. This contrasts to 2020 when the Buttermilk and Maas category surprised by having recorded growth in both the previous years. But in 2021 it was the second worst performer behind Spoonable Yoghurt. The other dairy beverages – Dairy Juice Blends and Drinking Yoghurt – both registered small declines in volume in 2021.

The 2022 flooding that occurred in KwaZulu Natal affected one of the biggest milk producing areas of the country, but fortunately had little

Image courtesy of Lina Kivaka, Pexels



impact on milk production other than the actual period of flooding. The same applies to drought in the Eastern Cape, another milk producing region, which has not yet impacted on supply. The major constraint on the market is therefore economic,

pricing, as well as loadshedding which affects production, and particularly reduces its shelf-life.

Against positive predictions, one of the largest dairy beverage categories, **Buttermilk and Maas**, declined slightly in volume in 2021 compared to the prior year though value increased slightly. During the Covid pandemic in 2020, demand for the two products had been notably positive as these products remain well priced compared to proteins and other alternate products – and were effectively promoted as providing good sustenance during the lockdowns and economic hardship for many. Thus, in 2020 volumes were higher than expected, and players were not able to maintain those volumes in 2021 as some consumers reverted to their primary products as they go back to work.

Maas is typically a low-income rural product and its demand is highly price sensitive, with local taste preferences being an important factor for manufacturers. The category is expected to remain stable in the short term and see growth in the medium to long term.

The **Drinking Yoghurt category** in 2021 saw a small increase in value and a slight decrease in volume compared to 2020. The slow pace of the post-Covid recovery has resulted in a continued focus on value-based purchasing by consumers,





Effective solutions to reduce the cost of in-store refrigeration

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Cold & Freezer Rooms



Floors – Fabricated and Concrete

Fabricated Floors

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

Concrete Floor

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



Meat Rails

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

Aluminium Chequer Plate

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





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Airshield Glass Doors



Ways to save

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

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

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



Standard Airshield Glass Doors with a Black Frame.
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with this category having a relatively higher average price compared to some alternatives. Drinking Yoghurt is generally perceived as an on-the-go beverage, and volumes have consequently been dampened by the remote and hybrid working environment in which consumers have been somewhat less active on average.

Drinking Yoghurt is expected to perform better over the medium term as economic activity improves. The category volume is expected to grow notably in 2022 and then stabilise in the medium to long term.

Worst performer, the **Spoonable Yoghurt** category, experienced the most decline in volume and value in 2021 compared to 2020. This is attributed to a spike in demand during the previous Covid-19 pandemic stay-at-home period when it was seen as a nutritious and convenient snack especially for children. That spike has not been maintained post-Covid and the decline represents a drop below the norm with tough economic prospects leading some consumers to reconsider their disposable spending, especially as rising input costs resulted in an unfavourable reaction to higher prices. The demand also shifted back from the larger pack sizes like the 1kg to the smaller 6-packs which are used for lunch packs.

The category is expected to recover the volume lost and go back to pre-Covid levels in the medium term. This favourable projection reflects the positioning of the product as a healthy alternative and convenient on-the-go meal, snack or lunchbox treat for children. Increased

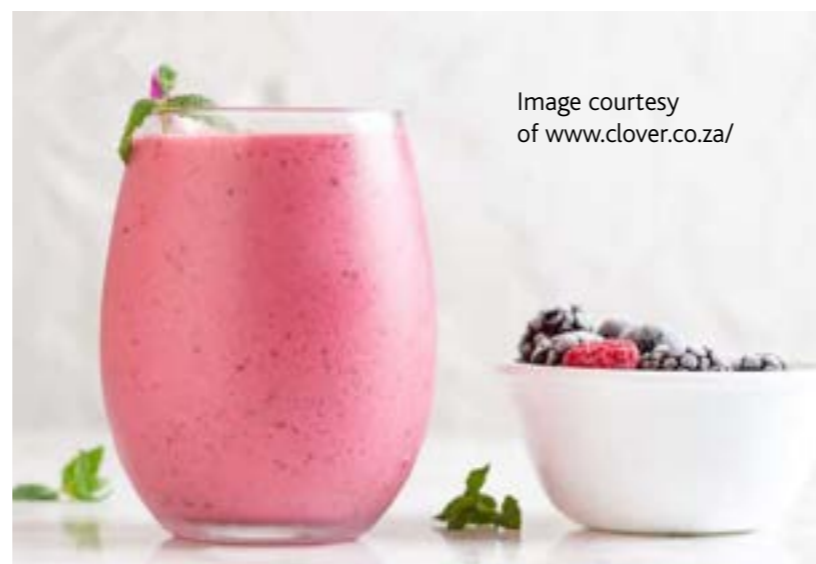


Image courtesy
of www.clover.co.za/

awareness around healthy eating has allowed this category to enjoy acceptance by new consumer segments in recent years.

The **Ready to Drink (RTD) Dairy Juice Blends** category in 2021 saw a modest increase in value and a slight decrease in volume compared to 2020. It is believed this marginal decline could be reversed with some promotional and pricing support, the absence of which has resulted in some consumers shifting to other beverages. The slow pace of the post-Covid recovery has resulted in a continued focus on value-based purchasing, with this category having a relatively higher average price compared to those alternatives.

The **Flavoured Milk** category grew in both volume and value in 2021 compared to 2020. The product is a popular lunchbox treat for school children and the improvement is associated with the ending of lockdown restrictions and children being more consistently at school. As such, it comes off a relatively low 2020 base and is more a return to norm. Improvements in volume were also derived from ever improving execution

across the value chain and effective pricing and promotional activity to entice sales.

This category's performance is expected to parallel that of the economy and so volumes are expected to grow in the medium term as economic activity recovers.

The **Value Added Dairy (VAD)** category grew in volume and value by in 2021 compared to 2020 – a performance which was below expectations according to consensus. This category is composed of Enhanced Milk; Premium Plain Cow's Milk; Premium Plain Plant; and Flavoured Plant products. This growth was a recovery from the low base recorded in 2020 in which the product was negatively affected by the Covid pandemic. Some of these products are imported and were affected by delays at ports in 2020, which eased in 2021. Some of the products are imported as the investment cost of production would be too high considering the size of the local market. Some plant-based products within the category experienced a significant increase in average selling price due to global supply and distribution issues affecting raw material and this may affect the expected sales volume in the short term. This category covers a number of sub-categories which had a varied performance in 2021: products like soy milk were under pressure in 2021 after a higher base in 2020, while products like almond milk improved in 2021 after a difficult 2020.

The VAD category is expected to continue to perform well over the medium term as economic activities and lead times improve. **SR**

They're at it again!

The big supermarkets strong arm the little guys out of shopping centres

It's happening all over again! Despite the Competition Commission in November 2019 ordering the big four supermarket chains (Shoprite, Pick n Pay, Woolworths & Spar) that have a collective market share of 72%, to drop exclusivity clauses in shopping mall leases, one of them is back to its old tricks using its position at the expense of smaller players.

As one of the affected specialist challenger retailers that has had a footprint in the black retail market for over three decades, OBC Better Butchery was one of the companies that made their submission at the time to the Competition Commission on the power wielded by the major national supermarket chains over enforcing exclusive provisions in their lease agreements against challenger retailers and speciality stores.

Tony Da Fonseca, MD of OBC Better Butchery lodged a complaint on 4 November in terms of Section 49B(1) as read with Section 49(2) (b) of the Competition Act, 89 of 1998 against Spar franchisees and/or Spar Head Office as it has become apparent that they are vigorously enforcing exclusivity clauses against the landlord, preventing competition (in this case OBC) from entering shopping centres.



Image courtesy of Pixabay Pexels

According to Tony da Fonseca, it has come to their attention that some of the Spar Franchisees and/or Spar Head Office have entered into lease agreements whereby the landlord is prohibited from renting commercial retail space to the competitors of Spar, like OBC. "While attempting to conclude lease agreements for available space in various shopping centres where Spar is the anchor tenant, the landlords have openly communicated to us that they cannot conclude a lease agreement with us as Spar is enforcing their exclusivity clause."

A David and Goliath story

OBC was one of the first independent chicken and complementary products franchise retailers to set up supermarkets in townships, taxi ranks and rural areas over thirty years ago offering consistent quality, competitive prices and convenience. "At a time when the major supermarket retailers were not even considering entering peri-urban and rural areas, we were catering to local communities becoming famous as the 'chicken ekhaya' of choice and working with and supplying local spaza and informal traders."

"As a result of Spar's conduct, it is restricting the landlord's right to rent the available space to OBC. The landlords have told us that they do not agree with this exclusionary practice and do not support it but are bound by the terms of the signed lease agreement. This exclusionary conduct prevents competition and the loss on average of 30 to 50 potential job opportunities per store in the area" adds Da Fonseca.



“ OBC’s has always had a strong symbiotic relationship with the informal township sector. OBC offers special deals and even ad hoc storage facilities to the informal traders that operate alongside them and have reached out a supporting hand to those family businesses. ”

OBC's investment in the communities it serves goes back decades and there has always been a strong symbiotic relationship with the informal sector that plays such an important role in township life. Not only does OBC offer special deals and even ad hoc storage facilities to the informal traders that operate alongside them but have reached out a supporting hand to those family businesses, like local butchers who have been threatened by closure on the back of the big retailers' aggressive pricing and margins, to partner with OBC and benefit from its distribution support, speed to market, product innovation and marketing muscle.

On the 29th November 2019, the Competition Commission concluded a grocery retail market inquiry into exclusionary practices regarding exclusivity clauses and made the following findings and recommendations:

National supermarket chains must, with immediate effect, cease from enforcing exclusivity provisions, or provisions that have a substantially similar effect, in their lease agreements at paragraph 98.1 against:

- SMME's
- Speciality stores; and
- Other grocery retailers (including the emerging challenger retailers) in shopping centres located in non-urban areas.

In line with these findings and recommendations, OBC is a speciality butchery store and they are in agreement with the findings and recommendations, however Spar is refusing to adhere to the above findings.

Image courtesy of Pixabay, Pexels



Landlords claim that they do not agree with exclusionary practices and do not support it, but are bound by the terms of signed lease agreements.

Fighting strong arm bullying tactics

Whilst in certain shopping centres like Vooslorus Crossing Mall, Gauteng and Hazyview Shopping Centre, Mpumalanga, OBC has traded alongside Spar (as the anchor tenant) in the same centre for the past five years and Spar has had no objections to OBC trading there.

But at the R578 Huybeni Shopping Centre, Mabobo, Elim; the shopping centre at 300 Mandela Road, Kwa Mashu; Gugulethu Square in Gugulethu and at Corner 1 Mapo & Motebank Street in Phuthuaditjhaba, there have been clear instances of anti-competitive or restrictive practices regarding exclusivity clauses in the lease agreements ...

"We won't stand for these 'blocking' bullying tactics of these big players who flout competition

commission rulings and have engaged in vertical agreements which have the effect of preventing or lessening competition without any technological, efficiency or other pro-competitive gain, which outweighs the anticompetitive practice – with the intention of wiping out even the small challenger retailers like ourselves."

"The stifling of local entrepreneurship – be it on any level – has no place in our country and we all need to play a role in making room for a variety of commercial and informal enterprises that cater to our rainbow nation." concludes Tony Da Fonseca who has also played a key role in furthering entrepreneurship and ethical business practices as a past chairman of the Franchise Association of South Africa (FASA). **SR**

