



Zambia: Engen introduces Chicken Corners to boost sales

Engen is hoping to drive the convenience part of its gas station business in Zambia by introducing 'Chicken Corners'.

Engen Petroleum, a leading fuel marketer in Zambia, plans to add Chicken Corners to its existing Corner Bakery food services in order to drive sales.

Corner Bakery is part of the RETSOL stable, which has positioned Chicken Corner to leverage the rising demand for chicken, fuelled by consumers adopting the health and convenience values of poultry.

"The United Nations Food and Agriculture Organisation anticipate a 270% increase in poultry consumption by the year 2030," says Damon Giraudeaux, Engen's Convenience Sales and Marketing Manager. "Chicken is already the biggest retail offering across sub-Saharan African countries."

With 36 retail sites, Engen enjoys the second largest petroleum brand footprint in Zambia. Of these 36 sites, 16 have Quickshops and 9 have the Corner Bakery. A further two service stations are under construction which have both of these convenience offerings.

"By broadening our retail convenience offering in Zambia we give customers further reason to come to Engen, the opportunity to benefit from a 'one stop fill and shop' and new and delicious chicken meal options to go with our baked goods," says Drikus Kotze, General Manager of Engen's International Business Division.

With the strategic acquisition of a leading competitor and the subsequent rebranding of the business, Engen was able to fast-track the growth of its service station network in the country.