



Digital campaign launched by FreshStop to thank its frontline employees

South African convenience store chain operating at Caltex stations has thanked workers for their service during COVID-19.

Retail employees, who prior to the health pandemic were assets to the business, have become invaluable as they continued to serve customers throughout lockdown while most people stayed home. To thank them for their service, South African retailer FreshStop launched a #ThankYoufromFreshStop digital campaign to recognise their staff and reflect their appreciation.

According to Joe Boyle, Director at FreshStop, their people have become their heroes. "Our teams have managed to get to work under extreme conditions, keep our stores well stocked and tidy, focus on health and hygiene standards and provide top-class customer service with a smile. The campaign reflects our thanks to all our staff – from the cashiers, kitchen staff, manager and cleaners to the shelf packers and truck drivers. We want our customers and communities to know that we support every one of them, and especially our staff, during this difficult time and that we are here to lend a hand," says Boyle.

A mayor effort for FreshStop has been stringent health measures to ensure the safety of its customers and staff. "As a leading convenience store retail brand, stringent hygiene standards were our first concern. All staff have been trained and information posters positioned in-store," adds Boyle.

To meet customer demand, FreshStop has been selling hand sanitisers and reusable face masks in stores, which are manufactured in line with government specifications.