



## South Africa: FreshStop opens biggest store in Caltex station

**Leading South African convenience retailer FreshStop has opened its largest store in the country at a Caltex fuel station.**

FreshStop, the fastest growing and largest convenience retail brand in South Africa, continues to expand with the opening of its new, 400m<sup>2</sup> flagship store in Caledon in the Western Cape on the busy N2 commuter highway.

The new FreshStop in Caledon brings the total number of stores at Caltex stations to 234 nationally. Owned by Fruit & Veg City, FreshStop focuses on offering its clients a healthy and varied product offering in-store.

“With convenience stores open for longer hours, South Africans have found the forecourt retailer concept to be a safe and time-saving shopping experience. There is a growing demand for one-stop fuel and food purchases,” says Joe Boyle, Director at FreshStop.

According to Nielsen Retailer Services Africa, the growth in the convenience retail sector continues unabated with more than 1,000 forecourt store outlets have opened in the last six years. In addition, forecourt c-store sales growth across all categories stands at 13%, which currently outpaces traditional retail stores by 2%.

One of the factors driving this growth in sales, according to a recent study by Nielsen, is that 53% of consumers shop multiple times per week to get fresh and healthy food for the family, with 67% wanting to shop efficiently and not linger in store.

In 2009, FreshStop at Caltex, a partnership between Fruit & Veg City and Chevron SA, opened their first store in the Western Cape. “During the past seven years, we have made huge strides in the industry and we’ve been able to grow our footprint significantly,” says Brian Coppin, CEO of Fruit & Veg City.

Coppin also said that they see “potential in the marketplace to sustain 400 FreshStop at Caltex stores within the next three year.”