



BP, Pick n Pay extend partnership in South Africa to include fuel points

South Africa's Pick n Pay and BP have launched points for fuel as the two companies expand their partnership.

One of the country's leading loyalty programs, Smart Shopper, will now be participating at BP stations nationwide. Customers will receive 20 points for every litre purchased .

"We identified a need to adapt and partner with Pick n Pay to improve our loyalty offer to customers. The extension to this customer-centric Smart Shopper loyalty programme to include rewards for fuel too, allows us to show our appreciation for our customers even more," says BPSA CEO, Priscillah Mabelane.at BP service stations.

The first Pick n Pay Express store was opened in 2008 and since then the partnership has continued to grow. More Pick n Pay locations are expected to replace existing BP Express conveniences stores.