

Stack them high and watch them fly

– Antonio de Gouveia



Jaime van Aswegen
Staff writer
Supermarket & Retailer

Walking into the new Econo Foods in Fourways gives you the feeling of saving from the moment you walk through the door. Being greeted by friendly staff and a dancing chicken mascot handing out pamphlets added to the excitement of this new store opening.

The flow of fully stocked fridges and freezers throughout the store allows for the attractive premium house brand, Food Land, and their economy private label, E-food, to truly shine amongst other quality brands available in the store.

The Fourways store is the group's 21st retail store in and around South Africa with another 10 outlets set to open over the next year and a half. The minimalistic store design immediately conveys a message of saving to the end consumer.

Starting as a chicken distributor, Econo Foods has grown exponentially since its inception in 1996 by Antonio de Gouveia. They make use of



Top: Simplistic store design allows for maximum savings.

Below left: Chicken Mascot handing out pamphlets and a range of samples of the Econo Foods house brand Food Land.

Below right: Charlton Prins (Store Manager) by the nifty Econo Foods Home Delivery vehicle used to deliver the online orders received on a daily basis.



a central distribution model in major centres and their cold chain fleet assists in ensuring stock is delivered timeously and in perfect condition.

The group chooses to procure from a few loyal suppliers that provide a range of approximately 2 200 lines to the food service industry, wholesale and retail consumer sectors. Econo Foods have secured a dedicated supplier of fresh Norwegian salmon that arrives in store within three days from being caught in Norway. Julian Spano, the general manager, mentioned that the group collectively sells more bacon in a week

than another 'Tier 1' retailer sells in all their stores in a month.

At the beginning of lockdown in 2020, they introduced home delivery services which was well received by the Bloemfontein community. The Econo team realised that they had become a destination store and added a simple range of convenience items to simplify shopping for their consumers.

Econo foods group will continuously grow from strength to strength and service consumers' sensitivity to saving.

Happy shoppers stocking up on the great opening specials that were available in store.



Freezers fully stocked up with the opening day specials.



Fresh Norwegian Salmon from ocean to fridge in three days only available at Econo Foods.



Limited range of fresh butchery products are available amongst the frozen food items.



Check out facility with happy and compliant staff ready to assist customers.

Want to improve your efficiency and profitability?

Integrated retail
management
solution

giving you the edge



Retail



Enterprise



Mobile



Financial
Integration



Loyalty



eStore



eReplenish



Value Adds



Fuel

+27 21 556 2724
webinfo@archsoftware.co.za
www.archsoftware.co.za





Environment friendly cooler bags available for purchase at the checkout counters.

“ Stack them high and watch them fly ”

Antonio de Gouveia



I & J station with new product samples for testing.



Fridges are continuously topped up by staff.



Displays of locally manufactured energy drinks.



Simple bulk tin food range available in store

