

Food Lover's named top fresh produce retailer in KZN

Food Lover's Market stores in KwaZulu-Natal were named the "Best Store in Fruit & Veg" at the *2015 Daily News Your Choice Awards*.



© dotshock – 123RF.com

Regional manager, Riaan van Linde attributes its success to advertising campaigns that resonate with the consumer, as well as quality produce and maintaining a level of excellence in service.

"We are very pleased that we are our consumers number one choice - especially because there are so many strong independent retailers in Durban. As the saying goes, 'you are only as good as your competition'. It's been an exciting year and I am very proud of our achievement," says Van Linde.

The Food Lover's Market brand endeavours to ensure that each shopping experience is an enjoyable one for the consumer. The brand provides an alternative to conventional shopping, ensuring customers benefit from the traditional market feel of stores. "We strive on providing customers with the option of freely selecting their own products in a friendly and service driven environment. Our value-for-money ethos and focus on a healthy and energetic lifestyle, makes our offering to consumers more attractive," says Van Linde. Apart from premium quality fresh produce, Food Lover's Market also offers customers an extensive and exciting range of items within the brand's very own range of grocery items.

In addition to a strong focus on providing customers with high quality produce, the brand also strives to create a friendly

environment, focused on service delivery. "We are a young and vibrant family with big inputs from all levels of management, from shop floor level to the managing director, Brian Coppin. We ensure that this pulse flows through to our suppliers and more importantly, our consumers as well."

"Due to our exponential growth over the last decade, we have partnered with franchisees that share our love and passion for food to keep bringing our retail family closer to your door step," says Van Linde.

With a total of 18 stores in KwaZulu-Natal, Food Lover's Market employs over 1,000 employees in the region. This number will increase significantly as plans are underway to expand its footprint into Richards Bay and Umhlanga within the next 24 months.

For more, visit: <https://www.bizcommunity.com>