

# Futurelife opens Cape Town store with "Ride to Feed a Child in Need" initiative

Futurelife, a functional food company wholly owned by PepsiCo South Africa, celebrated the grand opening of its second concept store at Canal Walk in Cape Town recently. This event comes just four months after the inauguration of its flagship store in Umhlanga's Oceans Mall.



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According to Justine Agnew, marketing manager for Futurelife, this innovative retail experience aims to redefine the interaction between consumers and health, providing unmatched access to Futurelife products, co-branded Adidas fitness apparel, a Smart café, and a variety of cutting-edge dietetic services designed to promote healthy living.

As part of this special occasion, Futurelife also introduced the "Ride to Feed a Child in Need" initiative at Canal Walk, a unique campaign set to deliver 10,000 nutritional meals to underprivileged children.

The event drew an enthusiastic audience of over 60 influencers, invited guests and local media. Following the ribbon-cutting ceremony and formal addresses, guests eagerly participated in a collective ride on a 10-seat stationary Futurelife bike bar, with the common goal of providing nourishing meals to children in need.

Agnew said that Futurelife has partnered with the Dis-Chem Foundation to address the critical issue of childhood hunger.

“Through this partnership, Futurelife has committed to serving 2.4 million nutritional meals annually” she stated.

Interestingly, Futurelife's Canal Walk store is not only focused on the health of individuals but also the health of the planet. Agnew highlighted the company's commitment to sustainability through initiatives such as providing coffee grounds for home gardening, options for reusable cups, introducing environmentally friendly straws and utensils, and incorporating recyclable packaging into its products. “These initiatives are aimed at fostering a more sustainable and eco-conscious future,” she said.

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