

Pick n Pay intensifies focus on fresh with new three-tiered offering

Pick n Pay has relaunched its fresh offering, introducing new product lines and packaging, and a three-tiered model promising something for all tastes and budgets.





Three-tiered offering

The first phase of the relaunch, which took place yesterday, saw the introduction of a three-tiered product offering across fruit, vegetable and meat categories. Each range will now have its own colour and packaging, and will include a fresh promise of what customers should expect from the product or range.

The retailer's 'No Name' products in its fresh product offering will be repackaged as a Pick n Pay own brand. "Within this range of quality produce, we are also working more closely with farmers to include any fruit or vegetable produce that may at a glance be slightly impaired, yet be of perfect quality. This is an initiative to avoid unnecessary food waste, a critical problem in South Africa," says Frikkie Van Niekerk, head of fresh development: Pick n Pay.

Pick n Pay says the mid-tier range, meanwhile, provides "great quality" and its packaging offers deeper insights into what customers should expect from the product they're buying. "For example, the new design architecture of our citrus fruit box packaging shows a close-up visual of what the skins should look like," says van Niekerk.

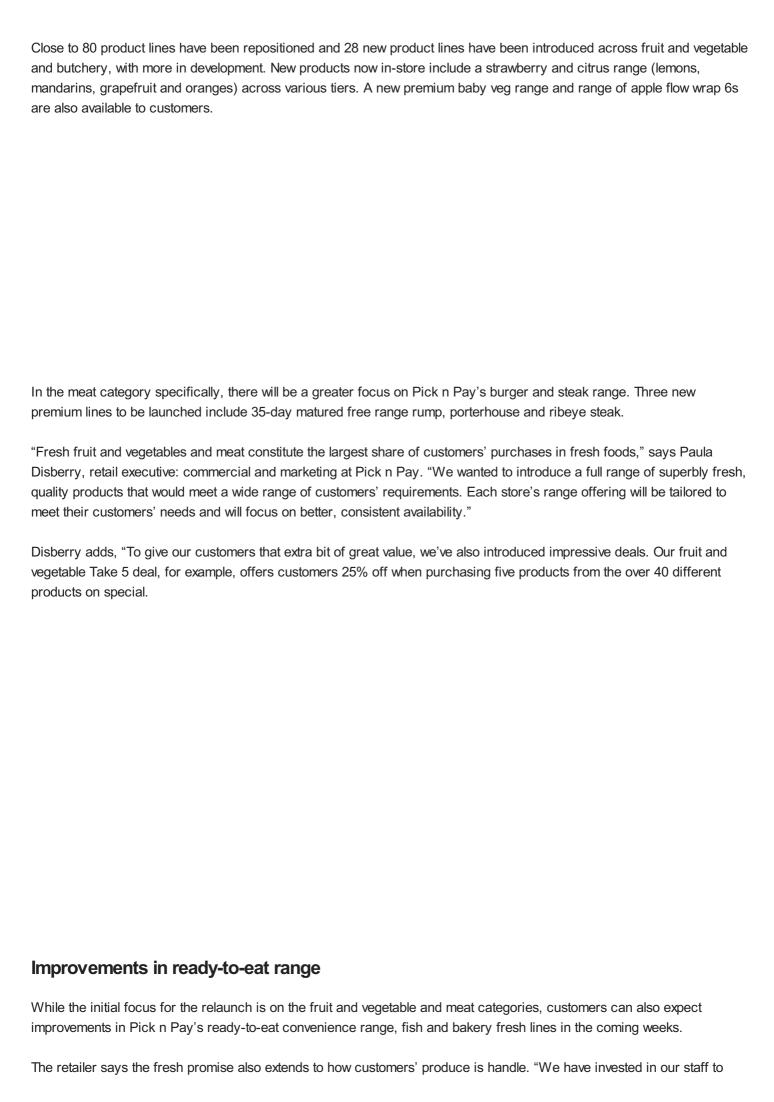
The new premium range – the very best on offer – will provide customers with an enhanced culinary experience, such as an easy-to-peel mandarin, or a perfectly aged free-range steak.







New product lines



provide training on cold chain management and handling. Our butchers, in particular, have also undergone training on how to best handle the meat," says Disberry.

She concludes, "Our new unifying promise statement – "Perfectly fresh, whatever it takes" – communicates very clearly that what we're undertaking to do for our customers. Whatever their needs and budgets, we're delivering guaranteed freshness right across our offering – every day.

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