

Norwood Mall serves up exactly what shoppers want

Bringing consumers what they want, Norwood Mall is adding a new 1 800 m² Food Lovers Market to its popular retail mix.

In a recent research survey undertaken by the shopping centre, a third of Norwood Mall shoppers said they would like a Food Lovers Market at the mall.

Their requests will become reality in August this year, when this popular emporium will open to share its love of food with Norwood Mall shoppers.

The survey, undertaken by Fernridge Consulting, shows that Norwood Mall already enjoys unbeatable shopper loyalty from its mainly middle to upper-income customers. 90% of Norwood Mall's customers shop at the centre every day or every week.

It is little wonder that shoppers keep coming back. Norwood Mall has a cool collection of anchor tenants: Woolworths, Dis-Chem and a SA top-five performing Pick n Pay, with one of the highest turnovers in the country.

This adds up to exceptional retail appeal for a centre of its size.

Now, Food Lovers Market is adding its considerable clout to this everyday shopping draw card.



Situated on the corner of Hamlin Street and 6th Avenue, Norwood Mall is owned by SA property investment company The Cavaleros Group.

The group bought the Norwood Pick n Pay Centre in 2003. With an investment in the centre exceeding R500 million, in 2007 it began a refurbishment to create a vibrant, upscale shopping centre with an exciting selection of leading retailers.

"The needs of our shoppers are constantly evolving, and it is important that we grow and transform to stay abreast with their needs," says Elsabe Griesel, Portfolio Manager at The Cavaleros Group.

Norwood Mall is located within an established residential node which, in recent years,

has become home to a number of younger families.

Griesel explains the research revealed most of Norwood Mall's shoppers do over 80% of their food and grocery shopping at the centre. However, a comparably low percentage of this comprised fresh produce.

"After talking to our shoppers, we realised that we need to offer them more variety in this area, to provide a truly one-stop shop at Norwood Mall," says Griesel "Food Lovers Market is a perfect fit".

The addition has also created the opportunity to make some bold, fresh changes which customers can look forward to. These include a tailor-made, innovative reconfiguration that

will give shoppers better access, easy flows and even more variety. Retail Network Services supported the mall with the retail dynamics of this latest change.

Griesel notes that Norwood Mall shoppers expect more than variety and convenience, they also want value and quality.

Food Lover's Market meets this need. It combines the best of similar markets in the US, Europe, Australia and the East, in a stylish, modern food emporium. It caters for the discerning customer and the professional "foodie".

"We are delighted to add this top-class retailer to our mall and give our shoppers what they want," says Griesel.