

Fresh new choice

@ Norwood Mall with Food Lover's Market

Norwood Mall in leafy Johannesburg will introduce yet another heavyweight to its significant retail mix before year-end. It has clinched a deal for a new 1 800 m² Food Lover's Market to join its powerhouse anchor tenants Woolworths, Dis-Chem and Pick n Pay.

This combination creates one of the commanding retail attractions for a centre of its size.

Proving the power of its pull, Norwood Mall Pick n Pay is among the top five performing Pick n Pay stores in SA, with one of the highest turnovers in the country.

Food Lover's Market will open in August 2012 in a 1 800 m² reconfiguration of Norwood Mall. Construction begins this month. The changes include a reconfiguration, creating excellent customer access and flows for the mall and its new extension.

It also creates and an opportunity to further strengthen the mall's shopping variety and retail mix.

Norwood Mall is owned by SA property investment company Cavaleros Group which called on Retail Network Services to assist with the retail dynamics of this latest change. Crafting a tenant mix to suit the shopping centre's unique footprint is what full-service specialist retail leasing company Retail Network Services sets out to do.

"The intricacies of layout, design, tenant mix, market trends and consumer needs were all considered to tailor make this innovative reconfiguration for Norwood Mall," says Gavin Tagg of Retail Network Services.

"Research shows 80% of Norwood Mall's customers visit the mall for food and groceries, followed by fashion and restaurants," explains Tagg. "Food Lover's Market fits the needs of these shoppers perfectly."

"Now they'll enjoy more choice under one roof."

Tagg believes that Fruit & Veg City Food Lover's Market is a strong match for Norwood Mall. "This shopping centre is defined by the strength of its retailers, as well as its sophisticated, casual environment."

Food Lover's Market is a theatre of food with connoisseurs in mind. 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", providing quality and variety.

Norwood Mall in Johannesburg



Tagg also points out that its top-notch offering meets the high retail standards that Norwood Mall's shoppers expect. Food Lover's Market scooped the prestigious title of the Gauteng Retailer of the Year at the regional Special Star Awards, an initiative by the South African Council of Shopping Centres.

Tagg notes that introduction of retailers to the remaining new stores will be equally selective.

"We are excited to be at Norwood Mall. Their informed shopper is exactly who we aim to delight," says Graeme Liebenberg, Group Property and Business Development Manager of Food Lover's Market. "This extension is the ideal opportunity to be nearer to our many shoppers in the area and in line with

strengthening our brand equity in the northern suburbs of Johannesburg and because of our in-store production, ideally suited to our ability to 'tailor' our retail offering to the customers we serve."

Situated on the corner of Hamlin Street and 6th Avenue, Cavaleros Group has created a vibrant, sleek shopping destination at Norwood Mall. Cavaleros Group's core business is commercial, industrial, hotel and retail property investment nationwide. It initially purchased the Norwood Pick n Pay Centre in 2003. In 2007, with an investment in the centre exceeding R500 million, it began its transformation to a modern, elegant shopping centre with an exciting selection of leading retailers.