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Press Release

VKB Foods expand its footprint to Bethlehem

Since the opening of the first VKB Foods retail outlet in Sasolburg, management of this division has significantly improved on the operational efficiencies, as well as the optimization of the ideal range for the concept.

The acquisition of DIY Superstore in Bethlehem by the VKB Group and the consolidation of the two retail sites on one premises, created the ideal opportunity to fill the vacated VKB premises on the corner of Louw and Naude Street in Bethlehem with a VKB Foods concept. The location proves to be ideal to access the general consumer market.

This exciting and fresh brand provide a range of in-house manufactured basic foods like maize meal (Magnifisan), frozen and fresh chicken portions (Grain Field Chicken), bread and cake meal (Super Sure), samp and beans (M-Foods). A combination of these VKB housebrands and a dynamic selection of additional products prove to be ideal for the general consumer.

We believe that these products are supplied at economical prizes since we managed to improve on efficiencies within the food value chain, all to the benefit of the consumer.

The VKB Foods store will officially open its doors on the 26th of November 2016.

Issued by the VKB Group
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