



SOUTH AFRICA

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RETAIL TRENDS

Retail-ready packaging is set to increase in South Africa as more discount stores open. The use of these packs is driven by their ability to help consumers identify products on shelf with greater ease. Retailers also benefit from reduced labor costs as retail-ready packaging can be packed on shelves faster, reducing the amount of employees needed to stock stores.

CONSUMER TRENDS

The trend towards free-from products gained a lot of momentum during the year. South African consumers are hungry for healthier products and the food and beverage manufacturing industry has taken up the challenge to deliver such products. The development of lactose and gluten-free products; the use of natural colors and flavors; stevia in beverage formulations as well as low carb options in ready meals and the convenience food segment are all gaining traction. It is all about health this year.

TREND 1: NATURAL AND PRESERVATIVE FREE PRODUCTS

KWV has launched the world's first "natural" pinotage, with no added sulphites or preservatives. The wine is made using a revolutionary patented process, which marries two uniquely South African winemaking ingredients: Rooibos and Honeybush wood. The ingredients are known for their anti-oxidant properties. This product is perfect for consumers looking for products that are more natural, and contain fewer preservatives. An innovative first for South Africa.

EARTH'S ESSENCE

Brand: KWV

Launch date: 01/2015

Category: Beverages

Family: Wines



General description: Earth's Essence Pinotage wine has no sulphites or added preservatives. This is made possible by using a world first: a revolutionary technological process that uses indigenous Rooibos and Honeybush wood during the winemaking process. The patented process blends two ingredients renowned for their anti-oxidant properties. The wine is innovative, authentic, natural and sustainable and negates the use of added sulphites or preservatives.

Why is this product a success? In South Africa there is a growing trend of consumers searching for products that are more natural and contain less preservatives. This wine is a perfect fit for the health conscious but discerning consumer.





TREND 2: SNACKIFICATION

BEETROOT CRISPS SEA SALT & BLACK PEPPER

Brand: Woolworths

Launch date: 03/2015

Category: Grocery

Family: STARCHES, PASTA, RICE

General description: This product is a healthier snacking alternative with 50% less fat than ordinary crisps. It is made from beetroot sourced from local farms and fried in small batches using a unique patented process to lock in flavor, color and crunch. In South Africa, this product has revised a stagnating snacks category with a healthier, great tasting offering. The product is the first of its kind to market.



Thin slices of earthy beetroot are baked to lock in flavor and natural taste. The product is fried in small batches, using a patented process to lock in flavor and color and to deliver a crisp crunch. A light seasoning of sea salt and black pepper enhances the beetroot crisps' rich, earthy, sweet flavor.

Why is this product a success? The product offers 50% less fat than ordinary crisps. It is also high in fiber, making it a healthier snack alternative. The product is doing exceptionally well in this category.

TREND 3: SEED BASED PRODUCTS

The NuSeed range of seed based snacks offers a healthy snack alternative or salad and cereal toppers. The product is dry roasted without oil and offers a host of functional benefits. The range consists of Canadian Blueberry and Cranberry Melange; Seeds and Calamata Olives; Turkish Fig & Date; Balsamic Vinegar and Himalayan Salt, Belgian Chocolate with Berries; Seeds and Nuts and Soy infused roasted seeds. These products are perfect for boosting nutrient intake in the better-for-you category.

NUSEED RANGE

Brand: NuSeed

Launch date: 02/2015

Category: Grocery

Family: Dietary supplements and complements



General description: The NuSeed range of seed based snacks offers a convenient alternative to snacking for people who want to start making a healthy lifestyle change without compromising on taste. The range consists of seven different products: Seeds and Nuts with Canadian Blueberry and Cranberry Melange; Roasted seeds and Calamata Olives; Turkish Fig and Date with Seeds and Nuts; Roasted Seeds with Balsamic Vinegar and Himalayan Salt; Belgian Chocolate with Berries; Seeds and Nuts, and Soy Infused Roasted Seeds.

Why is this product a success? The ingredients are dry roasted without oil to ensure optimal nutritional values. Seed-based snacks are ideal for boosting intake of nutrients. Conveniently packed in portion controlled 30g packs. These good fats soothe cravings and stop overeating.



NEW RETAIL CONCEPT

Pop-up stores and food markets are a big trend in South Africa at the moment. The pop-up store normally only occupies a retail space for three months. While these branded products are found on retail shelves, the pop-up features a different and limited range of products to consumers. Food markets are a big trend in South Africa and feed into consumer needs for fresh, local and organic products. It is very trendy and vibey and features a wide variety of high quality products.

OTHER MAJOR RETAILERS

The Fresh Earth bakery and wholefood store has been around for a while. The recent addition of their free-from bakery is very exciting. They not only supply their innovative products directly to the customer, but also to supermarkets and retailers.

DO NOT MISS

Woolworths – offering excellent quality, local products, the company is striving to be green and they have a number of initiatives that work towards the common good of the country. They strive towards carbon efficiency and sustainable products.

Checkers - the retailer has an affordable and wide variety of cheese and wine, which is affordable. This broadens the scope of these products to everyone.

Clicks - they have introduced a range of health and gluten-free food products on their shelves.