

Total SA opens Thrupps concept store

Total South Africa has chosen Thrupps as a partner for its latest concept store, opening its pilot store at Total Senderwood in Bedfordview on Wednesday 22 October 2014.



L - R Famous Brands CEO Kevin Hedderwick, Bharat Bullah the dealer at the Senderwood Total SA service station, Qetello Zeka, GM of Sales and marketing, Chris Keene, Thrupps.

Qetello Zeka Total's GM for Sales and Marketing says, "We have recently been voted the third most liked brand in the petrol station category in the Sunday Times Top Brands Survey 2014. Previously the brand did not feature and to achieve the third spot shows us that the customers are sitting up and taking notice of the innovations that we are bringing to the business.

"We looked at what was happening in Europe and the UK and what value proposition we could bring to the business that would work for us. Because we have an excellent relationship with Famous Brands, with our Mugg & Bean offering at 23 of our service stations, we decided on Thrupps.

Famous Brands Group Chief Executive, Kevin Hedderwick explains, "The main concept of this new model centres on consumers' in-store experience paired with the offering. The Thrupps forecourt stores will have a unique marketplace feel with an element of 'theatre' in the presentation and serving of the food. The premium merchandise on offer will be complemented by a modern take on the brand and include a Mugg & Bean On the Move coffee offering, with seating area for customers, free Wi-Fi and charge-up facilities in an aesthetically pleasing ambience."

Zeka concludes, "We take pride in the partnerships that we have forged over the last few years -Mugg & Bean, Steers, Fishaways, Wakaberry and now Thrupps. We want the brand to be the 'only one' in the consumers' mind when it comes to an ideal convenient shopping experience coupled with filling up their tank."

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