

Pick n Pay Constantia flagship gets a modern revamp

By  Lauren Hartzenberg

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Pick n Pay revealed its revamped flagship store in Constantia Village on Tuesday morning, which includes an attractive Knead Bakery coffee shop, olive bar and juice bar, and a refreshed range of products.



The Constantia branch is the latest to relaunch as part of Pick n Pay's Next Generation project, which provides customers with "superb, comprehensive product ranges, open, easy-to-navigate spaces, and a host of value-add services – all developed to create the most efficient and enjoyable customer experience," says Abubaker Borrein, store manager at Constantia Pick n Pay.

"We've created an inviting, vibrant space that's alive with colourful innovation, top-of the-line product and the freshest produce and concepts."

According to Pick n Pay, the Constantia store will be the first to take the Next Generation concept to a new level, with the aim to become South Africa's premier food store. Every aspect of the store has been upgraded or enhanced, and carries a wider variety of handpicked products catering to the needs of Constantia customers.

Shoppers can expect a more spacious layout, clearer signage, dedicated destination areas and the use of brighter colours

throughout the space. Nowhere is this clearer than in the fresh produce section, which is now also stocked with 'nostalgia vegetables' - think cauliflower in purple and orange, rainbow beetroot, celeriac, rainbow carrots, fennel bulbs, red and green kohlrabi, black kale and even coloured potatoes.



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The expanded sushi bar now boasts the addition of poke bowls, and customers can look forward to new artisanal additions in the bakery like stone-baked ciabatta, Tuscan baguettes and cranberry-and-pecan-nut sour bread. Shoppers can also expect an updated design-your-own salad bar and a new juice, smoothie and cut-fruit bar.

Considering the store's proximity to the wine-rich Constantia Valley, Pick n Pay has dedicated a special section to ten wine farms from the region. There's also a nifty wine touch screen feature that shows what's on special, what the monthly Wine Club selected lines are and even helps pair the wine with one's meal.



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A large in-store Knead Bakery coffee shop serves up a selection of coffees, baked goods and fuss-free food available for

leisurely sit-down meals or takeaways. There's also a dedicated cooking demo area and flower section that includes hard-to-find varieties sourced by Pick n Pay florists.



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