

## Small businesses the backbone of Shoprite's new Homegrown private label range

Shoprite is the first South African retailer to introduce an exclusive private label product range locally sourced from primarily small, medium and micro enterprises (SMMEs).

The new Homegrown brand creates opportunities for emerging enterprises to thrive in the retail space. With access to market via Shoprite's 534 supermarkets nationwide, it enables SMMEs to get their products onto shelves, increase turnover, and impact their local community by creating more jobs.

This comes only months after the [launch of Shoprite Next Capital](#), a business division dedicated to capacitate and grow commercially-viable SMME's to further the retailer's continued efforts to support small suppliers.

'Homegrown', speaks to the products within the new private label being 100% South African. The range consists of everyday favourites including chutney, tomato sauce, atchar, biscuits, chips and candy.

It also provides an opportunity for customers to buy a quality range at Shoprite stores, without compromising their budget.

The following businesses form part of the initial range of Homegrown products launching into stores:

- [Wonder Snacks](#) is a family owned and operated business that started in 2017 with a few small popcorn poppers. Today it houses a fully automated popcorn plant says co-founder, Mubeen Ebrahim. The business has grown its staff complement by more than a third, to eleven employees, by being part of Homegrown. Their product range consists of unforgettably tasty popcorn in various flavours such as uShatini and Sticky Chicken.
- [Khayelitsha Cookies](#) is owned by former employees Adri Williams and Eunice Nyobole. They have turned it into a thriving baking business with 87 employees, that is devoted to empowering women. Its range includes mouthwatering hand-baked Strawberry Flavoured Cookies with White Chocolate Chips, and scrumptious Lemon Flavoured Cookies.
- [Exotic Taste](#) was started in 2006 by single mother Amina Abrahams in her home kitchen. The business has since expanded to a 200m<sup>2</sup> factory. Being part of Homegrown has enabled Amina to employ more than 30 people. Exotic Taste's delicious mango and vegetable atchars promise to ignite the tastebuds.

All products under the new Homegrown label are MSG, Tartrazine & Azo Dye free and made using sustainable palm oil. The range will continue to grow as new products and suppliers are added in the coming months.

END

Keep up to date with the Shoprite Group's latest news: [sign up](#) to receive all the latest [news](#) published on the Shoprite Holdings website, or follow us on [LinkedIn](#), [Twitter](#), [Instagram](#) and