

Shoprite opens second supermarket in Nairobi

Africa's largest retailer, the Shoprite Group, is opening its second supermarket in Kenya on Thursday 21 March 2019 at the Garden City Mall in Nairobi.

With more than 2 700 stores in 15 African countries, the Shoprite Group's business is built on the promise of lower prices. It is now looking to establish a firm presence in Kenya, a market with 33% formal retail penetration making it the continent's second-biggest retail centre after South Africa, according to a Nielsen study.

The Group opened its first Shoprite store in Kenya at the Westgate Mall in Nairobi in December 2018 and is looking to open a further two supermarkets (one in Mombasa and another in Nairobi) before the end of this year.

The new 3 572m² Shoprite Garden City will cater for all customers' daily, weekly and monthly food and household requirements. In addition to offering customers a convenient shopping experience, Shoprite also has a number of in-store fresh food departments including a Meat Market, Hot & Cold Foods Deli, Bakery and Fresh Fruit & Vegetables.

Shoprite is committed to supporting Kenyan enterprises and to this end 100% of the supermarket chain's extensive fresh produce selection is sourced locally.

Shoprite Garden City will be managed by experienced branch manager Kevin Waweru and the store's trading hours are 09h00 - 21h00 from Mondays to Sundays.

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