

## **New Shoprite meal feeds family of four for R20**

As the cost-of-living crisis intensifies, Shoprite has partnered with a small local supplier to create a meal that can feed a family of four for R20.

Newly launched under Shoprite's exclusive Homegrown private label range, each 350g Pasta & Me one pot meal includes a large portion of noodles, soya chunks, spices and dehydrated vegetables. Retailing for R19.99, it is an economical and tasty way to feed four people for less than R5 a head.

Pasta & Me is a small, 100% female-owned business founded by mom of two, Aziza Parker. She researched and perfected the noodle pack after witnessing mothers struggle to feed their families in Philippi, where her family ran a supermarket.

"I wanted to create a product that could help feed families for very little money. The collaboration with Shoprite is really helping those who are struggling to put food on the table, plus it has opened the door for my business," explains Parker.

The Pasta & Me noodle packs come in three different flavours – Steak and Chops, Jalapeno & Cheese and Roast Chicken & Veg – and are available exclusively at selected Shoprite supermarkets.

As the country's low-price leader, Shoprite has intensified its fight on behalf of consumers to curb price increases and help cash-strapped South Africans stretch their money a little further.

While many have come to disregard the R5 coin's purchasing power, Shoprite supermarkets continue to sell a 600g loaf of bread, a pack of sanitary pads and a selection of deli meals – all for only R5. The price of its subsidised bread has remained unchanged since first introduced in April 2016.

Customers also need instant cash savings to help put food on the table and the Xtra Savings rewards programme delivers outstanding value: almost 28 million South Africans saved a combined R13.5 billion – on average R1 billion per month – on their grocery bills during the last financial year.

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