



EASTERN CAPE MARKETER

**MEDIA RELEASE
For Immediate Release**



KEEPING IT FRESH – the opening of the Caltex Alice, a R30-million development, brings about a whole new set of offerings and convenience for travellers and locals in the historic town of Alice. Taking care of the formalities at the recent launch are (LtR) Langelihle Dlamini (Caltex EC Marketer Business Consultant), Clive Berlyn (CECM CEO), Shaun Miller, Neil Crafford and Jo Berlyn (Novate Fuel Solutions)

FRESH LOOK FUELS ECONOMY IN ALICE

APRIL 2018 - A R30-MILLION INVESTMENT in a revamped service station and convenience centre in Alice acknowledges not only the historic university town's social and economic significance in the Eastern Cape, but also adds another key node to a network of world-class sites serving travellers and communities across the province.

CECM chief executive Clive Berlyn said the investment in the upgraded Caltex Alice service station had created 70 new jobs and would have a positive economic impact on the town of approximately 15,000 people, providing impetus for further development by other investors.

Since opening last month, the revamped service station has seen an increase in visitors of and fuel volumes, far outstripping its performance prior to the renovation and addition of new facilities and services.

The truck-friendly service station offers the full spectrum of Caltex products and services, with four pump islands equipped with the latest fuel technology and designed for optimum access and traffic flow.

Services offered include ATM facilities; lotto, electricity and airtime sales; a FreshStop convenience store, and KFC and Debonairs fast foods.

Berlyn said CECM’s business strategy to invest in “traditionally under-invested or forgotten areas” of the Eastern Cape, with a vision to provide state-of-the-art facilities and accessible services for residents, businesses and travellers, was shared by its partners in the Alice development – service station operators Novate/Ruby Star, Freshstop, KFC, Debonairs and Bridoon.

Berlyn said despite its small size, Alice was a strategically important nexus of east-west and north-south travel in the Eastern Cape, and the new facility completed the chain of service stations linking the major travel arteries of the N2 and N10.

Referring to the 2011 Alice Regeneration Strategy, which aims to integrate the University of Fort Hare and Lovedale College into a true university town that is economically and socially sustainable, Berlyn said the investment decision made by CECM and partners was a sound business decision in line with the strategy’s pillars of agriculture, tourism and small business development, and the region’s multi-faceted economic development opportunities.

FreshStop’s Operations Director, Dave Hogg, congratulated Novate for their vision in embarking on the development and said the solid partnership of CECM and FreshStop was evident in this being the 33rd FreshStop store they have opened together in the Eastern Cape and the 3rd in conjunction with Novate.



FRESH UP AND FILL UP – Celebrating the successful opening of the new Caltex Alice site are (LtR) Novate’s Shaun Miller (Caltex Alice Owner), Ivan Senar (Caltex Alice Owner) Dave Hogg (FreshStop Operations Director), Caltex Alice attendant - Mzukisi Fonk, Gary Fouche (Caltex Alice Owner) and Caltex Eastern Cape Marketer’s CEO, Clive Berlyn.

“Opening brand new stores in rural areas comes with unique challenges, especially regarding timeous delivery of materials and stock, but in this partnership our team have proved they can overcome these challenges time and again,” said Hogg.

Shaun Miller of Novate, a company that has invested more than R100-million in Alice to date, said the opening of the new site in time for the Easter holidays had seen record traffic and volumes, and ensure that “Caltex Alice is now known far and wide for great facilities and excellent service”.

CECM is a 100% Eastern Cape owned, and majority black-owned, company, that has invested over R500-million in the past decade in acquiring and upgrading the more than 104 service stations now in its network across the province.

Berlyn said CECM had made at least half its investments in the past decade of its existence in acquiring and upgrading service stations in the neglected eastern part of the province.

“These have proven to be sound investment decisions, not just a feel-good exercise,” he said.

CECM is the largest of 11 independent Caltex Branded Marketers in South Africa both by number of outlets and volumes of fuel traded, and the largest in Chevron’s Africa, Middle East and Pakistan region.

ENDS.

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Issued by Maven Connection on behalf of Caltex Eastern Cape Marketer.

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- **Caltex Eastern Cape Marketer (CECM):**

CECM, the master franchisor of over 101 Caltex service stations in the Eastern Cape, has invested over R500-million in just over a decade in revamps, upgrades and building new sites, to ensure that locals and travellers have access to Caltex service excellence across the length and breadth of the province.

Website: <http://www.caltexec.co.za>

Twitter: <https://twitter.com/CaltexEC> or follow: @CaltexEC

Facebook: <https://www.facebook.com/CaltexEasternCapeMarketer> or like: @CaltexEasternCapeMarketer

- **Caltex Branded Marketer:**

A Caltex Branded Marketer is an independent investment partner with Chevron and has bought the right to act as wholesalers of fuel on Chevron’s behalf. It is responsible for all Caltex petrol stations in its territory. The Branded Marketer owns the sites and leases them to a retailer-operator, and/or has supply agreements with retailer-owned and operated Caltex stations. The Branded Marketer wholesales and supplies fuel and related products to the Caltex retailers in its region and supports them with training, quality assurance, business acumen, marketing, and compliance issues.

- **FreshStop:**

FreshStop, named International Convenience Retailer of the Year 2013, is South Africa’s fastest growing 24-hour convenience store brand. FreshStop stores are located at 33 Caltex forecourts in the Eastern Cape and

feature a variety of innovative departments and products that focuses on the ever-increasing, time conscious demands of consumers.

Website: <http://www.freshstop.co.za>

Facebook: www.facebook.com/freshstop

Twitter: @FreshstopSA

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- **Novate**

Novate Fuel Solutions is a division of Novate Property Investments. Novate, a property investment and management group based in East London, owns and manages a diverse property portfolio and various businesses across the Eastern Cape.

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