

# wethu<sup>COFFEE</sup>

## WETHU COFFEE SHOP FINALLY OPENS ITS DOORS

Fedics Class, in partnership with Tsebo Beverages, is proud to announce the opening of the first official Wethu Coffee Shop at Solomon Mahlangu House, located at the University of the Witwatersrand East Campus in Braamfontein.

Wethu Coffee Shop comes as the first of three phases where Fedics Class now serves coffee and grab-and-go meals under the Wethu brand, powered by Planet Savvy.





As phase one only entails the coffee shop, the university had to white box the larger restaurant area, which took longer than expected. Once the shop fitting was ready, we experienced plumbing and electrical delays. Despite those small hurdles, Wethu Coffee Shop held a soft opening on 25 August 2022 and the official opening a few days later on 29 August. The onsite Fedics team did a stellar job in getting the site ready for trade.

Together with Chef Nick, a large-scale marketing campaign was launched weeks before the official opening, starting with banners placed in and around Solomon Mahlangu House and a video proclaiming that Wethu Coffee Shop would soon be launching was shared on all the WITS social media platforms. The latter was later replaced by a video advertising the official opening date.

At first customers were skeptical of our coffee as we were better priced than the competitor next door. With Nozipho Soldaat's outstanding coffee skills, a barista who had to double up as a ward hostess, winning customers over was a breeze.

Phase 2 will see us bringing the once-loved restaurant back to its former glory and improving it further under the Planet Savvy brand. Phase 3 is our long-term strategy aimed at retaining WITS as a client for years to come.

