

The Philips logo is displayed in a white rounded rectangle on a dark blue background. The word "PHILIPS" is written in a bold, blue, sans-serif font.

Retail lighting

Food Lovers Market

Case Study

# Giving a food market a fresh look

Making stomachs rumble at Food Lover's market with MASTERColour CDM Fresh



“ The lamp does what it promises, it’s a magical lamp, setting the mood from the moment our customers enter the shop. It’s the heart of our new lighting concept and we intend to use it in all our stores in Kwa-Zulu Natal, as it clearly contributes to higher sales in our refurbished stores.”

Jose Luizinho, director, Food Lover’s Market in Kwa-Zulu Natal







### Background

The Food Lover's Market is a grocery chain with great taste. Positioned as 'a theatre of food designed specifically with connoisseurs in mind', it is the leading fresh produce retailer in South Africa. To stimulate sales, managers looked to improve in-store appearance with lighting.

### Solution

Designed as a modern eatery offering gourmet foodstuffs, the store's top priority is to provide high-quality produce to its customers. Needless to say, it is crucial that produce in the store appears fresh and appetizing, and that customers have a first-class shopping experience. As a result, the Durban branch sought a lighting upgrade that would dazzle and delight shoppers. And with the rising cost of energy in South Africa, it wanted to save electricity too.

With the help of installers Radiant Lighting in cooperation with VK Lite, cutting-edge luminaires were positioned about the store. The new lighting concept was based around our MASTERColour CDM Fresh 70W.

Our innovative lamp produces crisp sparkling white light and makes fresh food like tomatoes, peppers, and apples appear irresistible.

The new lighting concept has taken the in-store experience to a new level. Fruit and vegetables appear at their freshest, with vibrant colors that invite shoppers to take a closer look. Even colored packing looks better under the new lighting, and the results speak for themselves. Since the installation, the store has experienced a marked increase in sales – another great victory for innovative lighting.

Compared to our Mini White SON lamp, the CDM Fresh is 60% more energy-efficient and has a 50% longer lifetime. With the new system in place, The Food Lover's Market will gain energy savings of 30-50%.

