

Shoprite soup trucks roll out again

The Shoprite soup truck programme will continue its national feeding programme in 2010. It has two mobile soup kitchens in the Western Cape and KwaZulu-Natal and one in each of the rest of the provinces. It helps improve the nutritional status of people, especially children and senior citizens, as well as the thousands of people affected by job losses.



Since it was launched a year ago, a total of more than three million cups of soup and bread have been served to communities on the breadline and those hit by disaster. Other corporate contributions to the feeding programme come from vehicle manufacturers Mercedes Benz South Africa, Toyota South Africa and Volkswagen South Africa.

"Each mobile kitchen is manned by three staff members, who are supported logistically by the supermarket in the area in which it operates. A public relations team of nine people co-ordinates the relief effort countrywide. The kitchens are kept stocked through generous contributions by soup manufacturer Royco," said Brian Weyers, director of the Shoprite Group.

"Apart from numerous schools, homes for the aged and community centres across the country, desperate communities in every province affected by floods and heavy rains in the past months have received sustenance. The re-focussing on the group's social spending enabled it to make a difference in the lives of many destitute and misplaced families in a time of need.