

Woolworths Café opens at Virgin Active

Inside the Virgin Active's refurbished Constantia club in Cape Town, Woolworths has opened a signature W Café. The new look Constantia club will officially mark the completion of its refurbishment on 5 December 2011 with a launch.

Virgin Active South Africa's MD, Ross Faragher-Thomas, says the partnership is a natural fit. "We approached it, as the brand is synonymous with the highest quality and is a proudly South African company, mirroring our values. We strive to provide service and exceed members' expectations, so the introduction of a café is just another way we are enhancing their experience."

This will be the pilot project and future opportunities with Woolworths are in discussion.

Zyda Rylands, Woolworths MD of Food, says, "We believe there's a good fit between the brands, both focusing on helping South Africans to live a healthier lifestyle."

Virgin Active opened four new clubs across the country and relocated two clubs in 2011, including Mapon Mall in July, and the Moses Mabhida Classic club at the soccer stadium in Durban in February. It will open eight new clubs in 2012, hitting the 100th South African club mark.

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