

Innscor Africa relaunches brands

Zimbabwe Stock Exchange-listed fast food giant, Innscor Africa, is to spend a substantial sum on re-launching its popular fast food brands. These include Creamy Inn, Chicken Inn, Nandos, Pizza Inn and Bakers Inn. The group also runs the Steers franchise in Zimbabwe.

By [Dumisani Ndlela](#) 15 Mar 2010



Chairman DLL Morgan said the group's long-term success hinged in part on “its ability to have powerfully branded and world-class retail operations with a footprint that reaches throughout Zimbabwe and to certain regional territories.”

The fast food outlets, said Morgan, had already started the re-branding process which he hopes to take the group into the future.

“A new look Creamy Inn shop was commissioned midway through December and is trading ahead of forecasts....A face-lifting of all the fast food brands is currently underway and a number of new counters will be commissioned in Harare, Masvingo and Chinhoyi in the second half of the current financial year,” said Morgan in commentary accompanying results for the six months to 31 December 2009.

“Considerable capital is being invested in this program and the new outlets have been identified for expanding this business,” he said.

He said the fast food operations had benefited from stabilising disposable incomes and, together with improved product offering and availability, resulted in customer counts increasing by 34% compared to the second half of the previous year.

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk
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