



03 DEC, 2019

Gourmet grocer to open in township

The Star

Page 1 of 2

PROPERTY developer Mah Sing Group Bhd will be welcoming Mercearia Grocer at Savanna Boulevard Shops in Southville City, Bangi, by the first quarter of next year.

Aimed at providing convenience and enhancing the living experience of the surrounding community, neighbourhood grocer Mercearia will occupy seven lots — spanning 9,255sq ft of retail space in Savanna Boulevard Shops.

Mah Sing chief operating officer Benjamin Ong said, "We are extremely excited about this new venture. Mercearia Grocer marks a new milestone for Southville City as this is the first gourmet grocer that will open in the township."

"The Mercearia Grocer is planned to open in the first quarter of 2020. Mercearia has two existing outlets to-date — one in Petaling Jaya and the other in Kota Kemuning — and thus, we are confident that its opening in Southville City will provide great convenience to owners and tenants. This, in turn, will promote more footfall and increase the occupancy of our retail outlets," he added at an event to announce Mercearia's opening.

Ong said Mah Sing had also actively identified and engaged more prospects to complement Mercearia Grocers' overall concept.

"This includes cafes, family restaurants, educational and edutainment centres, health and fitness services and many more.

"We have been receiving encouraging feedback from interested prospects and will be announcing their brands soon," he added.

Mercearia chairman Tan Sri Dr Mohamed Haniffa Abdullah said, "At Mercearia, we believe our primary responsibility is to operate the best supermarket possible where customers are always provided with real value.

"Thus, we are constantly looking for the best locations to open our stores. Southville City is ideal given its strategic location as it straddles mature neighbourhoods with large population growth."

A family-run business, the Mercearia brand operated by Mahsa Grocers Sdn Bhd is focused on providing healthy, fresh and top quality food.

Mercearia has a primary food store format with the provision of fresh market and grocery items.

In addition, its stores also offer a range of beauty care products, general household merchandise and stationery while operating an in-house cafe that provides gourmet beverages, pastries and sandwiches.

Mah Sing chief executive officer Datuk Ho Hon Sang said, "Southville City is our largest township in Klang Valley which is well equipped with various lifestyle amenities and features, coupled with strategic access to infrastructure and connectivity."

"We believe Southville City has the potential to serve the estimated population of around 69,000 upon its completion over the

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Family-run supermarket to open third outlet in Bangi next year



(From left) Ong, Dr Haniffa and Mercearia chief executive officer Dr Shaffiq Ahmad at the event to announce the grocer's impending opening at Savanna Boulevard Shops in Southville City, Bangi.

next eight to 10 years.

"With all the ongoing amenities, we intend to create more excitement in the area and the recent introduction of Mercearia Grocer is one of the many new things lined up for Southville City."

Southville City sits on 173ha of freehold land and has seen robust development these past few years, following the completion of Avens Residence and the ongoing VP for the Savanna Executive Suites.

The affordably-priced developments of Southville City, which include Towers A & B

of Cerrado Suites and Tower A of Sensory Residence, also received encouraging response from the market.

The developer is committed to building Southville City as a sustainable township as half of the land is planned for green development.

The green features include Summit Park which is suitable for family gatherings and get-togethers.

Other outdoor features include a 10.8km jogging trail and 7.1km cycling network that strategically connects the whole township.



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Page 2 of 2

SUMMARIES

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