

Mugg & Bean reveals new Move Thru format

Mugg & Bean has introduced a new 'Move Thru' store format with the first outlet opened in Cape Town today. The Move Thru concept has been launched to support the M&B On The Move business strategy.



The company described the launch as a strategic business move to not only grow the On The Move geographic footprint, but to be able to offer an even easier way for customers to access coffee, snacks and meals on the go.

“More than ten years ago, we partnered with Total and set up our ‘shop in shop’ retail concept with our On The Move stores across the country. We are not oblivious to the fact that these locations don’t necessarily serve high traffic areas in the Gauteng and Western Cape metropolises, so have launched the first Move Thru store as a time-sensitive detour that meets the commuter’s on-the-move coffee and snack demand, and there are more of its kind coming soon,” says Chad Manuel, product manager for Mugg & Bean On The Move.

The menu offered at the M&B Move Thru stores will be the same as the On The Move stores and will include the recently launched winter menu items, including the vegan-friendly hot and cold drinks, loaf cakes and fillers.

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