

Third News Café for KZN

“Since the closing of our Gateway store, News Cafe has been actively investigating potential sites and the new News Cafe Umhlanga Rocks will once again ensure a strong brand presence in the Umhlanga area,” said Alan van der Westhuizen, News Cafe GM Restaurant Division, on the launch.



The official opening took place on 28 November 2009 and brings the number of operational outlets to three within the KwaZulu-Natal region, with a fourth site planned for the first quarter of 2010, at the completion of the new La Mercy international airport.

The new News Cafe store is located in the Umhlanga 'village' close proximity to neighbouring hotels and B&Bs.

Building brand

The site was originally secured in July 2009 and the standard build-up period of between 10 - 12 weeks, commenced in August 2009. Involved franchisees, Marshall and Yugeshnee Prosothma and Richie Subramarian are confident that the brand is already well established, accepted and supported, within the greater KwaZulu-Natal region.

A defining factor of the new store is its décor, which supports the brand's 'Vibe' experience. The facilitation of the brand's personality, across a multitude of touch points, was the general brief, as presented to appointed interior designers, Quanto Bello.

The overall design, with 106 seats indoors and outdoor seating of 52, took its proximity to the ocean into account, with the use of subtle elements to enhance a 'coastal' look and feel. The space is airy and open and has been given a fresh feel by the use of cool blues and golds that are especially evident in the main bulkhead, as well as bar features. Extensive use of outdoor lounge areas adds to the relaxed holiday feeling, providing patrons with the opportunity to sink into a comfy couch and indulge in a colourful cocktail or two over lunch; or while watching the sun sink over the rocks.