



JRE ready to serve you at their new coffee bar

The friendly people at Jaco Rademeyer Estates (JRE) will put their new slogan, "Ready to Serve", to the test with the launch of their brand-new JRE Coffee Bar in March.

We follow a holistic approach in our business and the new coffee bar is an extension of this philosophy," says JRE principal and owner, Jaco Rademeyer. "It has always been important for us to steer clear of a traditional, clinical and impersonal business environment.

"Our business is built around the needs of the public and we want to make sure we offer them a setting in which they feel welcome, relaxed and comfortable. With this new facility, we are building on our promise of 'Ready to Serve'," he says.

"This is not a new concept at JRE – rather an expansion of what we're already offering our clients through our existing coffee bar. However, where our menu was limited to coffee and tea, the new bar will not only offer eats and drinks, but also be open to the public," says Rademeyer.

"We're still fine-tuning the menu and the concept, but I can assure the public that they will be able to find all the delectable fare usually associated with top-class coffee shops."

According to Rademeyer, the menu will include breakfasts, lunches and sweets, so it will be perfect for anything from early morning breakfast meetings to business lunches. Alternatively, pop in with your family and friends.

"Service and customer satisfaction will as always be our top priority," he says. "We have acquired the services of a full time manager with long-term experience in the restaurant industry.

"As they say, the proof of the pudding is in the eating, so we're looking forward to be of service!"

The JRE Coffee Bar, in the JRE Building on the corner of 16th Avenue and Main Road in Walmer, will be open from 8.30am to 4.30pm on weekdays.

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