

Woolworths opens new take-away restaurant in South Africa



Woolworths has officially opened a new NOW NOW take-away at Somerset Mall.

The new NOW NOW restaurant, launched on 10 September 2026, brings Woolworths' fast-casual food concept to the mall.

The concept focuses on convenient, ready-to-eat meals with a seasonal menu that extends beyond typical quick-service offerings.

Depending on the time of day, customers can choose from a variety of options, including breakfast buns, egg pots, sourdough toasties, baguettes, soups, salads, and warm bowls, as well as burgers and sides.

Beverage choices include smoothies, coffee, and more. Notable menu items feature a plant-based burger, chicken curry, Korean beef, and crispy hake.

The menu is seasonal, so the selection will change over time. The concept combines elements of Woolworths' food offerings with those of a conventional fast-food outlet.

This concept positions NOW NOW as a choice for anyone seeking high-quality food on the go.

Customers can also access Now Now at Somerset Mall via delivery services such as Uber Eats and Mr D, allowing those in the surrounding area to order from home or work.

NOW NOW currently operates 10 dedicated mall outlets across South Africa, along with a growing network of express modules located inside flagship Woolworths Food stores.

These locations are primarily situated in high-density urban hubs, shopping centres, such as Canal Walk and Rosebank Mall, and business districts.

Some express counters are also found directly within or adjacent to existing Woolworths Food stores.

Woolworths introduced NOW NOW as an express takeaway and café concept in April 2017, targeting busy office workers and commuters in need of fast, high-quality, and affordable meals.

The first outlet was opened on Longmarket Street in Cape Town's City Bowl, located near the Woolworths corporate head office.

The brand was designed to prioritise speed and convenience. It launched with an order-ahead app feature, allowing customers to place orders on their phones and collect them without waiting.

Following its debut in Cape Town's CBD nearly 10 years ago, Woolworths expanded the NOW NOW concept into major shopping malls, including Rosebank Mall and Canal Walk, and select high-traffic transport corridors across the region.

Woolworths Now Now locations

	Store Location	Location	Region
1	Sandton	Sandton City Shopping Centre	Sandton, Johannesburg, GP
2	Rosebank	Rosebank Mall	Rosebank, Johannesburg, GP
3	Canal Walk	Canal Walk Shopping Centre (Century City)	Cape Town, WC
4	Cape Town CBD	91 Longmarket Street	Cape Town CBD, WC
5	V&A	V&A Waterfront	Cape Town, WC
6	Cavendish	Cavendish Square Shopping Centre	Claremont, Cape Town, WC
7	Riverlands	Riverlands Precinct (Liesbeek River Park)	Observatory, Cape Town, WC
8	Kloof	Lifestyle on Kloof (Kloof Street)	Gardens, Cape Town, WC
9	Parelberg	Parel Valley Shopping Centre	Paarl, WC
10	Somerses Mall	Somerses Mall	Somerses West, WC

Photos of Woolworths Now Now Somerset Mall









