

Easter, everyday savings and smart shopping.



The Easter long weekend is around the corner, and for many households that means family meals, busy grocery shops and a few extra treats in the basket.

In this month's newsletter we look at the shopping habits that help lead to a Better Price, share a fun Easter table debate, and bring you the latest partner offers and retail specials.



From postbox flyers to phone screens

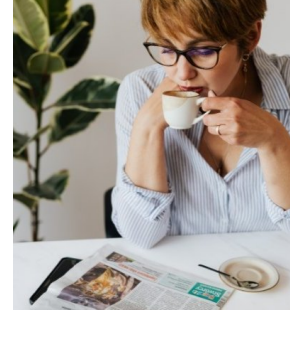


Long before smartphones and shopping apps, many South Africans already had a reliable way to hunt for bargains: **the weekly store catalogue.**

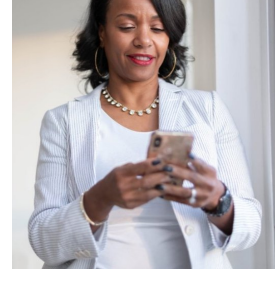
Whether it arrived tucked inside the daily newspaper or landed in the postbox during a knock-and-drop, those printed catalogues became part of the weekly routine in many homes.

People would page through them, circle the best specials, and plan their shopping lists around the deals they spotted.

While the format has evolved, the habit itself has not disappeared.



Today many shoppers still check catalogues before heading to the store, **only now they might browse them on their phones as well.**



A quick scan of the latest promotions can help you decide where to shop this week, what to add to your list, and which items might be worth stocking up on while prices are lower.

It is a simple habit, but one that can make a real difference to the monthly grocery budget.

And when smart shopping habits like this are combined with the cashback benefits of a bsmart card, it becomes even easier to move closer to a **Better Price** on everyday purchases.

If you enjoy browsing catalogues before you shop, you can view a range of current retail specials online here: <https://www.latestspecials.co.za/>



The great Easter braai debate

Every long weekend in South Africa seems to come with the same friendly debate: **what goes on the table?**

For some families, Easter weekend means one thing only. **The braai must be lit.** Whether it is boerewors, lamb chops or marinated chicken, the smell of a braai drifting through the neighbourhood is practically part of the holiday.

Others prefer something a little different for the long weekend meals. In many homes you will find a **big family lunch**, plenty of side dishes, and of course a few sweet treats making their way onto the table as well.

In the Western Cape, there is another tradition that almost always makes an appearance. **Fish. And very often pickled or curry fish.**

For many families, especially on Good Friday itself, a dish of pickled fish prepared earlier in the week becomes the centrepiece of the table. Fishmongers know this well. In the days leading up to Easter they stock up heavily, knowing that households across the province will be planning this familiar meal.

Of course, whether your Easter table features braai favourites, fish and pickled fish, or a mix of everything, one thing is certain: **the grocery basket tends to grow a little larger ahead of the long weekend.**

So, as you prepare for the family meals and gatherings this month, remember to swipe your bsmart card when you shop and earn cashback on the items already going into your basket.

We'd love to know: What will be on your Easter weekend menu this year?

Join the conversation and share your family favourites in the [bsmart Facebook Member Group](#).



Small shopping habits that lead to a Better Price

South African households are becoming smarter about how they shop. From comparing prices to planning grocery trips and using loyalty programmes, small habits can make a big difference to your monthly budget.

In our April article, we explore how the simple principles of **ShopSmart**, **SpendSmart** and **SaveSmart** help stretch your money further when you use your bsmart card.

[Read blog here](#)



April birthdays: your grocery boost is waiting

If you are celebrating a birthday in April, don't forget that your **Birthday Grocery Boost is already active.**



As part of this benefit, April birthday members receive **two months of access to digital grocery coupons through Coupster**, sponsored by bsmart. It's our small way of helping you stretch your grocery budget a little further during your birthday season.

Simply log in, browse the available coupons, and redeem them when you shop at participating retailers.

If your birthday falls in April, be sure to make the most of your **two-month Coupster access** while it is available.

Enjoy the savings, and from all of us at bsmart - **happy birthday month!** 🎉



News from our partners

Put your insurance knowledge to the test and win!

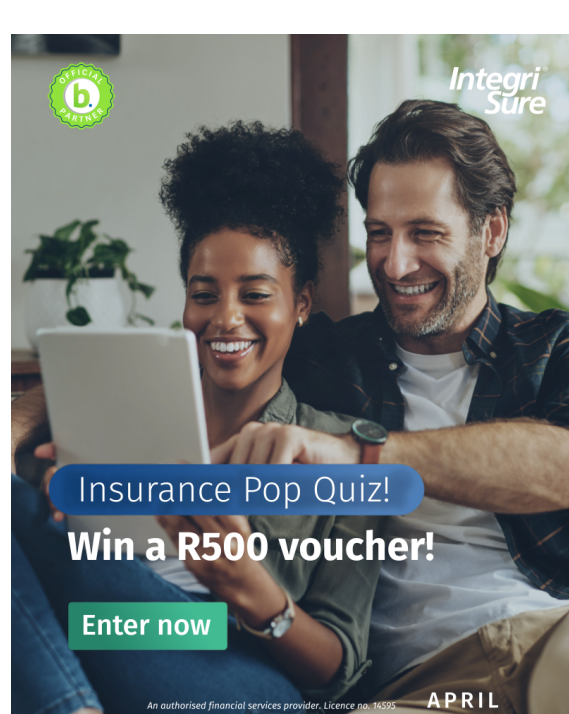
At IntegriSure, we know that having an experienced broker in your corner makes all the difference when it comes to shaping your home and motor insurance to suit your needs. When you're clear on what's covered, you can handle life's surprises with confidence.

Think you've got the insurance know-how? Each month, we pose an insurance-related question. If you answer correctly, you'll be entered into a draw to win a R500 Dis-Chem voucher.

If you answer correctly, you'll be entered into a draw to win a R500 Dis-Chem voucher.

Next month, we'll announce the winner and reveal the correct answer.

This month's question: If your belongings are insured for less than their actual replacement value, your claim payout may be reduced.



Think you've got the answer? Enter below to view the possible answers and submit your entry. Make sure you're following us on [Facebook](#) and [Instagram](#) to stay updated.

[Enter now](#)

We'll also be reaching out to bsmart members to make getting a quote simple and hassle-free. Don't forget the added benefit of your 4% cashback – thousands of bsmart members have already enjoyed it, with millions paid back over the years.

As a bsmart member, you'll receive 4% cashback on your premiums each year when you switch to IntegriSure.

Enter now and we'll give you a quick call to provide a quote and help you start saving.

Entries close: 30 April 2026. T&Cs apply.

[Visit our website to get a quote, or WhatsApp us on 0860 055 055](#)

Plan Your Easter: Trading Hours & Deals



Tafelberg Furnishers and bsmart wishes you a happy and blessed Easter! 🐣🌸

May this special season fill your heart with gratitude, your home with love and your days with sweet moments, laughter and warmth. 🍷🥰

Easter weekend trading hours:

- Friday, 3 April – All stores are closed
- Saturday, 4 April – 08:30 – 16:00
- Sunday, 5 April – 10:00 - 14:00
- Monday, 6 April – 09:00 – 16:00

Shop our Easter specials in-store or online:

[Click HERE](#)

Check if your chronic benefits are set up correctly



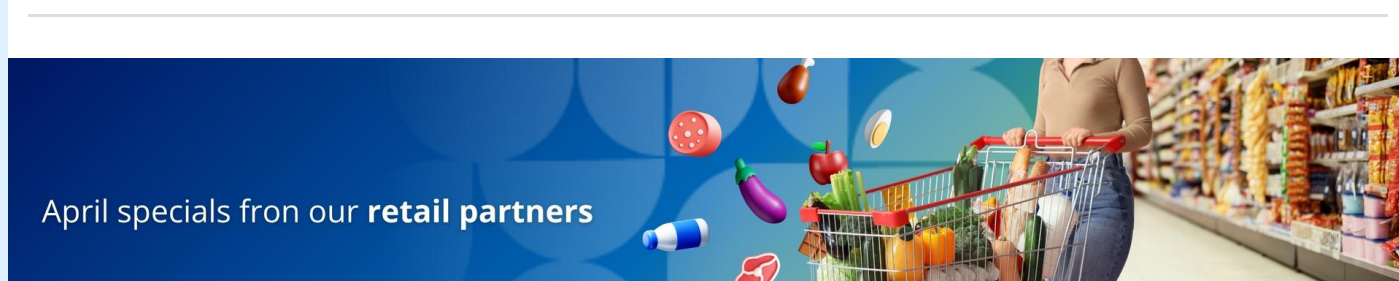
Did you know that if your chronic benefits are not registered or linked to the right authorisation, your repeat medication may be coming out of your Medical Savings Account (MSA)?

That means you could be using up your MSA unnecessarily.

If you are not sure whether your benefits are set up correctly, contact MedXpert for help understanding your medical aid and checking what may need attention.

[Click here!](#)

This is a FREE service to all bsmart members who chose to register with MedXpert.



April specials from our retail partners

Click on the icons below to discover this month's top offers. Remember to swipe your bsmart card to earn cashback on every qualifying spend!



Quote of the month
Do what you can, with what you have, where you are.
- Theodore Roosevelt

Call us on 021 409 7600 or email members@bsmart.co.za

Follow us on social media.

