

We've been doing this since 1947



Sharing the load never stops at bsmart.

This September we turn 79, and the same idea that gets everyone around a braai is the one we've run on since 1947: buying power multiplies when it's shared.

Here's what's inside: the Heritage Month story that ties it together, August's poll results plus a new one for you to vote on, a stat on how much of your shopping already runs through AI, your Coupster reminder, and news from our partners.

Same fire, same idea, since 1947



A lekker braai is the one thing that gets nearly every South African household to the same spot on a Saturday. Doesn't matter who's hosting or what's on the fire.

Someone's on tongs duty and won't let anyone near the fire. The braai master's on his fourth "five more minutes." Someone's aunty brings potato salad she guards like a state secret. Everyone chips in, and somehow there's always enough.

That's the same principle bsmart has run on since 1947. We started out as Cape Consumers, a group of members who worked out that buying power multiplies when everyone brings something. Seventy-nine years on, that's still the whole idea. You swipe your card, you get a Better Price, and the collective pull does the rest.

This has been our version of Heritage Month since before most loyalty programmes existed.

Your aunty's potato salad just got competition

Every braai has that one potato salad the whole table talks about. This one skips the boil-and-mayo routine, potatoes go straight on the fire, finished with crème fraîche, dill and a crunch of crispy onion. It's a **Woolworths TASTE recipe**, so see if it can dethrone your aunty's.

[View the recipe](#)



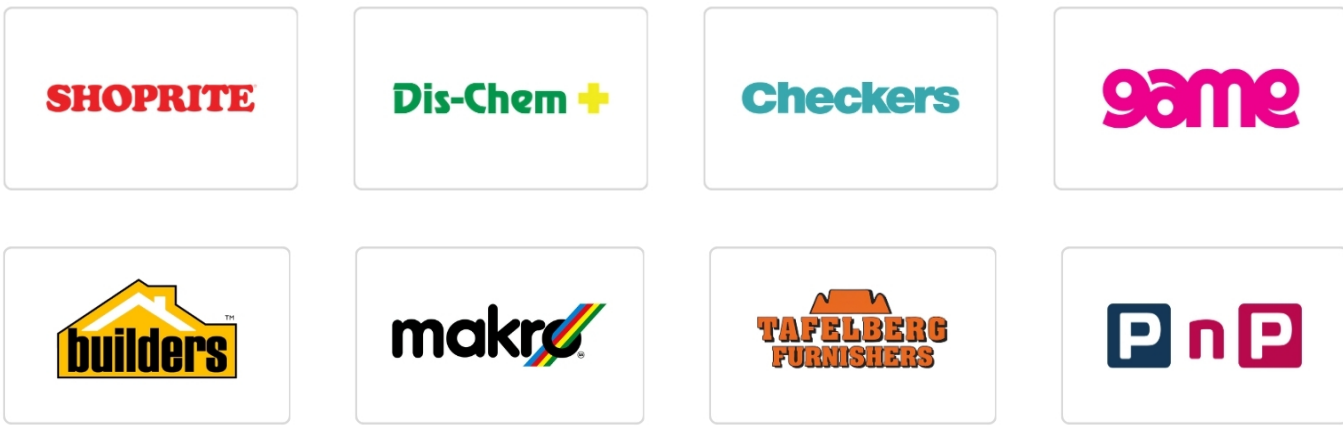
September specials from our retail partners



Are you in charge of the Heritage Day shopping this year?
Then you're in charge of the bsmart card too.

Whoever's filling the trolley for the big day, this month's retail partner specials make sure that your shopping does double duty, sorted for the braai, and earning cashback while you're at it.

Click on the specials below:



The votes are in
(and a new one's waiting)



August asked which shopper you are, and the results are in.

48% list-before-you-leave-home planners, 26% special hunters, 12% bulk buyers, and 9% impulse treat-ers, with a handful of you adding your own answer about never missing the mid-month specials. Planners had it right. Cashback rewards work hardest when you already know what you're buying.

This month we want to know your role at the braai, honestly.

Vote in the bsmart Facebook Member Group and see instantly how you rank against your fellow members.

[Vote now](#)

AI is already shopping with you



40% of shoppers now use AI tools weekly to help with buying decisions. You probably are too, even if you've never called it "AI."

Our latest blog breaks down what that means for your wallet, and what every savvy bsmart member should know before their next checkout.

[Read the full article](#)



Your turn's up

Is your birthday in September?

It's your turn for two FREE months of Coupster, on us.

Coupster catches the best deals before you spend. Pair it with your bsmart card and you're saving twice before you've even checked out.

COUPSTER

Keep an eye on your email inbox this month for more on how to use your Coupster benefits.

[More details](#)

News from our partners



Car finishes aren't quite as simple as they used to be.

Matte finishes, metallics, pearl paints and even colour-shifting effects are giving motorists more ways to personalise their vehicles. They look impressive, but when damage happens, not every finish is as straightforward to repair as it is to admire.

A relatively small area of damage on a specialist finish may require advanced colour matching, specific paint systems and careful blending across surrounding panels. With colour-shifting paint, for example, the repair needs to recreate the way the finish reflects light from different angles.

So, what does this mean for your insurance cover?

Read more from our partners, IntegriSure, to find out why the details of your vehicle's finish can matter when repairs are needed.



[Read more here](#)



Tafelberg Furnishers' 63rd Birthday Carnival is now on!

Get ready for exclusive deals, exciting lucky draws and the chance to spin the big Carnival wheel, for an opportunity to win up to R7 500 cashback!

Shop our dashing Birthday Carnival deals and enjoy a feast of low prices across all your favourite brands.

Valid from **9 September - 4 October 2026**, while stocks last. T's & C's apply.

Don't miss the celebration!

[Shop in-store or online today](#)

Medical aid review season is here!



It's medical aid review season, and every scheme is making changes that could affect your cover.

Don't focus on your monthly contribution alone. Check for updates to your:

- Hospital network
- Specialist cover
- Day-to-day benefits
- Maternity benefits

Understanding these changes now can help you avoid unexpected costs and make sure your plan still meets your needs in 2027.

We've broken down what to look for and how to prepare.

*bsmart members can register for MedXpert at no extra cost.

[Read the full blog](#)



Quote of the month

I am because we are.

- The philosophy behind Ubuntu



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