

Fringe boost for East End traders

By **TIM WILLIAMS**

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RUNDLE ST: Hordes of Adelaide Fringe goers are boosting trade in the East End by as much as 50 per cent compared to the rest of the year, some businesses say.

Rundle St traders approached by the *City Messenger* were chuffed with the spike in turnover and extra foot traffic, though most said sales were slightly down on previous festival seasons, citing the sluggish economy.

However, Gelatissimo store manager **Stephanie Schuback** said trade was up 25 per cent on last year's Fringe period, partly thanks to some hot weather over the first 10 days.

"We've had lines around the corner," she said.

"We're meant to close at 12 but we're staying open until 3am on weekends.

"They just keep coming in so we keep the door open for them.

"I was here for 23 hours one day, it was that busy."

Dessert bar Cocolat owner



Norbert Weimann welcomed the cool change last week, saying an already brisk trade had gone "berserk" as cooler temperatures tempted people inside to eat.

"We were choccas from the minute we opened until midnight," he said.

"The Fringe almost doubles our turnover for the period it's on."

Scoozi manager **Lea Andolfatto** also said the Fringe bumped turnover up by half.

"Mad March is always full on and fun," she said.

"The street has a good vibe about it.

"It just gives us momentum for the rest of the year."

Cibo owner **Dimitri Polihronas** said sales swelled by up to 20 per cent in the festival season.

"We'd be lost without March, that's for sure," he said.

"It's just a great vibe for the city.

"It's a little bit slower than previous years but it's picking up now."

Miss Gladys Sym Choon business manager **Michele Bowler** said the influx of tourists helped to boost sales by about 20 per cent this time of year.

"They want something different and indulgent," she said.

"It's definite impulse buying."

STRIP SEARCH: Rundle St



GELATISSIMO 280 RUNDLE ST

- Joe Calava opened the business four years ago
- Offers 50 flavours of gelato made on-site
- **BEST BUY:** Bottle of water \$2 with any ice cream scoop through the Adelaide Fringe



SCOOZI 272 RUNDLE ST

- Owned by the Zappia family for 22 years
- Italian restaurant also offering a range of gelato and cakes
- **BEST BUY:** Spaghetti seafood main course \$19



COCOLAT 281 RUNDLE ST

- Norbert and Jane Weimann took over the business a year ago
- Dessert bar specialising in homemade cakes, chocolates and gelato
- **BEST BUY:** 10 per cent off hot drinks through March if you mention the *City Messenger*



MISS GLADYS SYM CHOON AND GLADYS CORNER 235A AND 171 RUNDLE ST

- Operating since 1923, owned by Joff Chappel for the past 28 years
- Women's fashion and shoes, including international brands and local designer labels
- **BEST BUY:** Half price G-Star women's jeans with any purchase until March 17