

Smaller-format Checkers Foods launched by popular demand

(25 November 2021) Customer demands for Checkers supermarkets in their neighbourhoods inspired the newly launched, smaller format Checkers Foods which today opened its first store in Gauteng.

Checkers Foods at the Weltevreden Park Shopping Centre in Roodepoort has created 71 new jobs, and with three more neighbourhood stores scheduled to open in early 2022, Checkers continues to create employment opportunities in the current difficult economic environment.

The new 1200m² Checkers Foods store boasts an expanded fresh food offering with solution-based convenience ranges curated to meet specific customer needs, including lunch, braai, dinner or emergency purchases.

Conveniently located and ideal for quick top-up shops, Checkers Foods offers:

- An impulse island – with ready-to-eat options such as fresh sushi and sandwiches
- Exclusive brands, such as Forage & Feast and Simple Truth
- A butchery with free range chicken and restaurant-quality steak
- A bakery with artisan breads
- Fresh flowers
- A wine cellar
- Starbucks

“We have spent a great deal of time to understand what our customers want and how they like to shop, and the new format Checkers Foods neighbourhood store was designed with the customer at the forefront. The result is an improved shopping experience with fantastic fresh foods on offer, together with the convenience, quality, value and competitive pricing customers have come to expect from Checkers,” said Willem Hunlun, Chief Operating Officer at Checkers.

Three more Checkers Foods stores will open in Westlake, Franschhoek (both in the Western Cape) and Ballito (in KwaZulu-Natal) early next year.

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