

PRIME Hydration at supermarket prices, exclusive to Checkers nationwide

The worldwide hydration drink phenomenon, PRIME, will be widely available to local fans – at the supermarket price of only R39.99 – as Checkers is confirmed as the official South African retail partner.

PRIME has become an international viral sensation following its hugely successful launch in January 2022 by YouTube sensations [Logan Paul](#) and [KSI](#) who, combined, boast around 100 million social media followers.

From Monday 1 May 2023, PRIME will be sold [at selected Checkers and Checkers Hyper stores](#) and on Sixty60, nationwide.

Customers are invited to join Checkers in celebrating the launch of PRIME on 1 May with events at:

- Checkers Canal Walk, Century City, Cape Town – Western Cape (09h00)
- Checkers Hyper Sandton City, Sandton, Johannesburg – Gauteng (09h00)
- Checkers Castle Gate, Pretoria – Gauteng (08h00)
- Checkers Rosebank – Gauteng (08h00)
- Checkers Hyper Menlyn, Pretoria – Gauteng (09h00)
- Checkers Oceans Mall, Umhlanga – KwaZulu-Natal (08h00)

Checkers is launching with four PRIME Hydration flavours: Ice Pop, Blue Raspberry, Lemon Lime and Tropical Punch. Purchases will be limited to eight per customer, two per flavour.

Each 500ml bottle of PRIME has around 20 calories and is an ideal thirst quencher for consumers who wish to rehydrate, refuel and replenish their energy levels. It is made up of 10% coconut water, with zero added sugar or caffeine, and contains electrolytes, vitamins A, E & Zinc and branched-chain amino acids (BCAAs).

First launched in the USA, United Kingdom and Australia in 2022, PRIME's availability caused major excitement amongst Gen Z customers, resulting in thousands lining up overnight to get their hands on the popular drink which has now become a viral collector's item around the world.

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