

Brookside Mall is back – with a world-class Checkers Hyper supermarket

A new and improved Brookside Mall in Pietermaritzburg this week re-opened its doors following the extensive structural damage it suffered during the July 2021 unrest.

Customers can look forward to a superior shopping destination with a world-class Checkers Hyper FreshX concept store – the first one in KwaZulu-Natal – as anchor tenant.

A total of 45 new jobs have been created as a result of the upgrades to the Checkers Hyper, bringing the store's staff complement to 164 employees.

In the immediate aftermath of the social unrest, the Shoprite Group – which owns the Brookside Mall – worked day and night to restore operations in record time. A total of 231 supermarkets were impacted, of which the majority have been re-opened.

“The photos and video footage of this mall burning down in July 2021 has largely become symbolic of the unrest, and that's why its relaunch is such a significant moment for our business and our loyal customers,” explains Willem Hunlun, Chief Operating Officer for Checkers.

The first Checkers Hyper FreshX in the province promises a premium shopping experience with top brands available at supermarket prices. Customers can look forward to several in-store departments including a hot and cold foods deli, a Meat Market, a bakery and a fish shop; a Little Me baby section with leading baby brands and maternity wear; an in-store Starbucks and much more.

To celebrate the re-opening, customers who purchase any 2-liter Sprite or Fanta and swipe their Xtra Savings rewards card at Checkers Hyper Brookside Mall will automatically be entered into the Win A Car competition for a chance to win a Hyundai i10. Entries close Sunday 6 November 2022.

Fans of the premium [Forage & Feast range](#) – endorsed by Michelin star chef Jan Hendrik van der Westhuizen – will also be happy to see a dedicated pop-up store, located next to the Checkers Hyper, in the mall.

The Checkers Hyper will soon also benefit from the installation of rooftop solar panels which will generate nearly one million kWh of renewable electricity annually, as part of the retailer's [ongoing commitment to environmental sustainability](#).

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