

## **Magnificent Umhlanga mall sports new standalone Checkers Outdoor store**

The Shoprite Group opened six new stores at the Oceans Mall in Umhlanga, KwaZulu-Natal this week.

The mall is home to a brand-new Checkers supermarket, as well as several of the new concept stores launched by the Group over the past 18 months, namely [Little Me](#), [MediRite Plus](#), [PetShop Science](#), LiquorShop and a specialist Outdoor store.

It is the third standalone Outdoor and is stocked with camping and braai accessories as well as high-tech gadgets for nature enthusiasts. “We identified a gap in the market for customers looking for premium and affordable outdoor brands, conveniently located under one roof,” explains Willem Hunlun, Chief Operating Officer at Checkers.

The first standalone Checkers Outdoor opened in Hermanus in April 2022, followed by a second one in Noordhoek in July 2022.

With products from premium brands including Weber, Traeger, Big Green Egg, Garmin, Coleman and Victorinox, the specialist Outdoor stores offer everything from sleeping bags to tents, camping chairs, heaters, braais and grills, torches and headlamp and a large variety of cooler bags.

“We have received strong feedback from customers who enjoy the variety of products on offer, as well as the service from our knowledgeable in-store employees,” says Hunlun.

An additional three Checkers Outdoor stores are scheduled to open before the end of the calendar year, with more to follow early in 2023.

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