

Checkers takes South African heritage to Rugby World Cup fans in Paris

Amidst the Rugby World Cup showdown between the Springboks and Ireland on Saturday evening, 23 September 2023, [Checkers](#) filled the streets of Paris with the aroma of boerewors, as it served South Africa's No.1 [Championship Boerewors](#) to rugby fans en route to Stade de France.

In a blend of Mzansi spirit and French ambiance, the streets of Saint-Denis were filled with the unique 'gees' that only rugby, braai and boerewors can bring. The delectable taste of home was prepared by award-winning chef and vice president at World Association of Chefs Societies, Martin Kobald; President of the South African Chefs Association (SACA), James Khoza; and executive chef and member of the Academy of Chefs, Jeff Schueremans; while comedian Glen Biderman-Pam kept the laughter flowing.

"Sharing our South African heritage and serving the No.1 Championship Boerewors from Checkers in the heart of Paris, France, has been such a privilege," commented Kobald. "The response from the crowd has just been phenomenal!"

[Checkers has gone all out](#) to ensure the ultimate Rugby World Cup experience – for South African fans on local soil and abroad, showcasing our country's unique cuisine and national pride on the world stage in support of the Bokke, on the eve of Heritage Day.

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