

Thirteen awards for Shoprite and Checkers private label products at SA Dairy Championships

Shoprite and Checkers' private label products scooped first place in nine categories – including best Mild Cheddar Cheese, Buffalo Milk Mozzarella, Chunky Cottage Cheese and Dairy Dessert – at the 190th [South African Dairy Awards](#).

A total of 52 products were submitted under seven of the supermarkets' different private labels: Housebrand, Ritebrand, Crystal Valley, Royale, Simple Truth, Oh My Goodness, and Forage & Feast.

The following products achieved the SA Champion Award as winners in their respective categories:

- [Crystal Valley Cheddar](#) – **Lancewood**
- [Forage & Feast Mozzarella Di Bufala](#) – **Zandam Cheese**
- [Crystal Valley Low Fat Chunky Chives Cottage Cheese](#) – **Lancewood**
- [Crystal Valley Low Fat Plain Yoghurt](#) – **Fair Cape**
- [The Menu Vanilla Flavoured Custard](#) – **Fair Cape**
- [The Menu Chocolate Mousse](#) – **Fair Cape**
- [Crystal Valley Low Fat Milk](#) – **Fair Cape**
- [Housebrand Full Cream UHT Milk](#) – **The Dairy Group**
- [Royale Full Cream Yoghurt with Peaches & Cream](#) – **Fair Cape**

Four products were also recognised with the Qualité Award, presented to only 23 dairy products that achieved a specific minimum score on the international scorecard. They will display the distinctive Qualité logo, the sole mark of excellence for dairy products in South Africa, for the ensuing year:

- [Royale Full Cream Yoghurt with Peaches & Cream](#) – **Fair Cape**
- [Royale Full Cream Yoghurt with Mixed Fruit & Custard](#) – **Dairy Corporation**
- [The Menu Vanilla Flavoured Custard](#) – **Fair Cape**
- [The Menu Chocolate Mousse](#) – **Fair Cape**

The SA Dairy Awards – the biggest, oldest and most esteemed dairy event in the country – drew entries from 71 producers showcasing more than 900 products this year.

An additional eleven Shoprite and Checkers private label dairy products were acknowledged with [2nd](#) and [3rd](#) place awards.

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