

## **SA Dairy Awards recognises excellent Shoprite and Checkers' private label dairy products**

Shoprite and Checkers' private label products scooped 13 accolades at the 190<sup>th</sup> [South African Dairy Awards](#).

The awards – the biggest, oldest and most esteemed dairy event in the country – drew entries from 70 suppliers showcasing around 1,000 products this year.

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

Four products achieved second place in the Qualité Awards for exceptional quality. This mark of excellence is awarded to only a limited number of dairy products that are allowed to display the distinctive Qualité logo 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 following products achieved third place in their respective categories under the Championship Awards:

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

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