

## **New PRIME Hydration Strawberry Watermelon flavour available exclusively at Checkers**

South African fans of the sought-after drink, PRIME, can look forward to an exciting new addition to the hydration range with **Strawberry Watermelon** launching exclusively at Checkers on Thursday, 28 September 2023.

Bursting with the taste of summer fruit, this bright pink hydration sensation will be available at select [Checkers](#) and Checkers Hyper stores, as well as via [Checkers Sixty60](#).

PRIME Hydration is an ideal thirst quencher for consumers who wish to rehydrate, refuel and replenish their energy levels, with zero added sugar or caffeine.

Each 500ml bottle of the Strawberry Watermelon variant contains around 25 calories and is made up of 10% coconut water, with antioxidants, electrolytes, vitamins B and branched-chain amino acids (BCAAs).

As the official South African retail partner for PRIME Hydration, Checkers launched the Ice Pop, Blue Raspberry, Lemon Lime and Tropical Punch flavours in stores countrywide [earlier this year](#).

PRIME achieved international viral acclaim after its wildly successful launch in January 2022, by YouTube sensations [Logan Paul](#) and [KSI](#).

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