

## For the love of food: Checkers introduces a tantalising new Foodie! range

Checkers has launched a new private label offering, Foodie!, to unleash the inner chef in every home cook. Expertly crafted, Foodie! products take the hassle out of cooking, combining top-quality fresh ingredients to provide a variety of options for an extraordinary at-home dining experience.

The extensive range consists of flavour-enhancing sauce bases, pastes and marinades that can turn ordinary ingredients into mouthwatering meals; cook-in sauces for quick pasta and meat dishes; belly-warming soups just in time for winter; and ready-made meals inspired by different regions of the world.

As more consumers turn to [private-label brands](#) for their trusted quality and affordable prices, Checkers continues to expand its offering to cater for consumers' diverse needs, with Foodie! joining the ranks of the retailer's established ranges such as the award-winning [Forage and Feast](#), healthier alternative [Simple Truth](#) and kiddies' favourite [Oh My Goodness!](#).

Foodie! meals can be prepared in as little as three minutes, saving consumers' time and effort while also reducing food waste by offering just the right size portions for individuals and families.

### Products every Foodie! needs:

- Harissa Paste (R69,99 for 250g), a versatile North African flavour base that can be used as a marinade, rub or sauce base. The flavour-enhancing **paste range** also includes Butter Curry, Shakshuka, Peri Peri, Thai Curry and Lemon and Herb (R69,99 each for 250g).
- **Cook-in sauces** inspired by regions such as China, Portugal, South Africa and India including Korma, Trinchado, Cape Malay and Sweet and Sour (R49,99 each for 400g).
- **Fresh sauces** to elevate meat, pasta and veggie dishes available in Teriyaki, Mushroom, Cheese, Pepper, Napolitana, Pepper and Creamy Tomato (R39,99 each for 200g).
- **Soups** including the Spanish-inspired chilled Gazpacho (R79,99 for 600g), hearty Minestrone (R59,99 for 600g), Pea and Ham (R54,99 for 600g) and Cashew Nut and Chicken soup (R49,99 for 200g).
- **Single-serving ready-made meals** boasting flavours from around the world including Chicken Pad Thai, Lamb Moussaka, Prawn Moqueca, Lam Meatball Orzo, Spicy Beef Rice Bowl, Cashew Nut Chicken and Beef Chow Mein (R64,99 each for 300g).
- **Family-size ready-made meals**, including Chicken Burrito Bake (R169,99 for 1kg), Baked Loaded Mac & Cheese (R159,99 for 900g), Chicken Fried Rice (R149,99 for 800g), Beef Bourguignon (R219,99 for 1kg).
- Two-pack Pork **Pies** (R49,99 for 2X70g) and Margherita **Pizza** (R79,99 for 335g)

The range is expected to expand over the next few months with more pasta and grocery items already in development.

Foodie! is available exclusively at [Checkers](#) and Checkers Hyper stores nationwide.

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