

Shoprite, USave and Checkers private label products triumph at SA Dairy Championships

Shoprite, USave and Checkers' private label products clinched the top spot in four categories, including best Mild Cheddar Cheese, UHT Milk – Full Cream, and Low-Fat Plain Yoghurt, at the 191st [South African Dairy Awards](#).

Products were submitted under seven of the three retailers' private labels, including: Checkers Housebrand, Shoprite Ritebrand, USave UBrand, Crystal Valley, Royale, Simple Truth, Oh My Goodness, and Forage and Feast.

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

- [Simple Truth Lactose Free Gouda](#), Lancewood
- [Crystal Valley White Cheddar](#), Lancewood
- Ubrand Full Cream UHT Milk, Fair Cape
- [Crystal Valley Low Fat Plain Yoghurt](#), Fair Cape

The 2024 edition of the SA Dairy Awards – the biggest, oldest and most prestigious dairy event in the country – drew a record number of 1,029 dairy products from 78 producers, including 12 first-time entrants.

An additional 12 Shoprite and Checkers private label dairy products were acknowledged with 2nd and 3rd place awards.