

Playful bubble tea shops launch in selected Checkers supermarkets

Checkers is the South African retailer to launch standalone bubble tea shops in its supermarkets following a partnership with Susu.

Bubble tea, which originated in 1980s Taiwan, is now a global craze, and [Susu Bubble Tea](#) was one of the first to introduce this product to South Africa. With branches in the Western Cape and Gauteng, Susu has established itself as the country's go-to destination for bubble tea.

By offering authentic and fresh Taiwanese bubble tea at supermarket prices, Checkers is making this popular product more accessible to a local audience, while also introducing a playful element to its supermarkets.

With custom-built furniture and striking graphics, the Susu outlets in Checkers Helderberg (launched in August 2024) and Checkers Hyper Sandton (launched in September 2024) are already a hit among younger customers and bubble tea fans.

A third standalone Susu shop will open at Checkers Gateway in coming weeks.

This follows several successful in-store collaborations by Checkers with brands like Starbucks, Krispy Kreme and Kauai.

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