

Xtra Savings shines at 2024 International Loyalty Awards

The Shoprite Group received two accolades for its Xtra Savings rewards programme from the prestigious 2024 International Loyalty Awards held at a gala event in Dubai. These awards celebrate excellence, innovation and best practice in the loyalty industry across Europe, the Middle East and Africa.

Xtra Savings was awarded the Best Rewards Programme in Africa, whilst Xtra Savings Plus received the award for Best Loyalty Launch or Initiative globally for its new unlimited delivery offer.

Launched in 2019, Xtra Savings is the biggest rewards programme in South Africa, with over 29.4 million members. It was crowned [Best Programme of the Year for a third year](#) in a row at the 2023 South African Loyalty Awards.

“We continue to work harder for our customers, seamlessly blending technology and personalisation to help our members save time and money every day. We were honoured to represent the Shoprite Group at the International Loyalty Awards and come home with these global achievements,” said Meredith Allan, Head of Rewards and Personalisation at Shoprite^x, the digital innovation hub of the Group.