

Shoprite Group receives prestigious award for sustainability

The Shoprite Group was awarded the inaugural Grand Prix: Sustainability honour during the 15th annual Brand Africa 100 | South Africa's Best Brands rankings announcement in Johannesburg.

Brand Africa's independent Best Brands Africa study, which underpins these rankings, is based on one of the continent's most extensive consumer-led brand studies with a survey spanning 31 countries.

Above and beyond these consumer insights by the brand-neutral and sponsor-independent research project, a special committee made up of sustainability leaders and Brand Africa considered the Group's and other change-maker brands' overall impact in society. With this Grand Prix award, the retailer is recognised for its purpose-led innovation and social impact, job creation as South Africa's largest private sector employer, digital transformation and its formidable alignment with the continent's sustainability goals.

"This Grand Prix affirms the Group's impact and commitment to uplifting lives by pioneering access to affordable goods and services, creating economic opportunities and protecting our planet. We remain focused on practical, scalable solutions, like using renewable energy, serving over 195 000 meals daily to vulnerable communities, and providing more than 250 million subsidised meals since mid-2017, making sustainable living accessible and inclusive," says Sanjeev Raghubir, Chief Sustainability Officer.

Each year, the Brand Africa 100 survey identifies the most admired brands across the continent, based on independent research, representing over 85% of Africa's population and GDP.

The rigid consumer-centric methodologies generate more than 150 000 brand mentions and which were weighted to indicate a representative Top 100 for each country and continent as a whole.

END