

## **Checkers Sixty60 delivers 7.5 million products during record Early Black Friday**

- Checkers Sixty60 broke its daily orders record on Saturday, 22 November, during its Early Black Friday promotion.
- Over four days, 97.6% of first choice products ordered were picked in full and 95.3% delivered on time – with an average delivery time of just 33 minutes.
- Top sellers include cheese, rice, chocolates and coffee.

Checkers Sixty60 has set new records for daily orders, pick rates, and on-time deliveries during its Early Black Friday online exclusive promotion – reaffirming its ability to reliably deliver at speed and on time, even during high demand.

Between 20 and 23 November, Checkers Sixty60 ran online-only deals across both groceries and general merchandise – culminating in its highest-ever daily orders on Saturday, 22 November.

The four-day performance shows Sixty60 isn't just promising speed and reliability – it's delivering it:

- 7.5 million products were picked and delivered during the promotion
- 97.6% of first choice products ordered were picked in full, exceeding the 2025 average of 96.8%
- 95.3% were delivered on time, ahead of its 2025 average of 94%
- The average grocery delivery time during this promotion was just 33 minutes
- More than 1.9 million users visited the app

Customers continue to win, with 4 791 products on Checkers Sixty60 selling at a lower price than last year, while Xtra Savings members saved 114% more than last year during the Early Black Friday promotion.

“It's easy to market convenience and low prices, but it's another thing entirely to maintain speed, accuracy and scale during one of the busiest retail periods of the year,” says Neil Schreuder, Chief Strategy and Innovation Officer for the Shoprite Group. “These results speak directly to the trust customers place in Sixty60 to deliver and our teams' ability to meet that promise.”

## **Grocery staples lead the charts, but big-ticket items make a splash**

The Early Black Friday online-only promotion saw strong uptake across core grocery categories, led by cheese, rice, coffee, and chocolate.

Top-selling grocery deals included:

- Clover Gouda / Cheddar Cheese
- Cadbury Slabs
- Nescafe Gold Instant Coffee
- Butro Spread
- Tastic Long Grain Rice

This year also marked the first time that Sixty60's expanded general merchandise range was included in Early Black Friday promotions. Customers responded enthusiastically to deep discounts on high-ticket items, such as:

- SnoMaster Camping Fridge
- Robotic Zodiac Pool Cleaner
- Dyson Floor Cleaner
- Doona Car Seat
- HTH Chlorine

"We've worked hard to evolve Sixty60 into more than just a groceries app with competitive prices," says Schreuder. "This Black Friday shows customers are increasingly turning to us for high-end brands and general merchandise too – and that we can deliver both affordability and reliably across the board."

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