

As budgets tighten, Shoprite continues to set the standard for affordable, nutrient-dense meals

- Shoprite subsidises over 1.8 million R5 products each week, offering unmatched value across essential food and hygiene items.
- This is not at the expense of taste, nutrition, and quality — independent lab tests show Shoprite's R5 liver burger matches the protein content of pricier beef patties.
- All R5 deals are available daily to all customers — with no bank cards, app signups or minimum purchase conditions required.

As South African consumers continue to face mounting economic pressures, Shoprite has reaffirmed its commitment to keeping everyday basics accessible, offering some of the most competitively priced products in the market — without restrictions — while maintaining quality and nutritional value.

Commissioned by Shoprite, independent laboratory tests of burger patties from various major retailers confirmed that Shoprite's R5 ox liver burger delivers protein content on par with, or even better than, several standard beef options.

Despite its R5 price point, the burger contains 13.6g of protein per 100g — comparable to products selling at significantly higher prices— and considerably less fat than most standard beef patties tested.

“These results demonstrate that affordability does not need to come at the expense of nutritional value. We're committed to making nutritious, convenient meals accessible to as many South Africans as possible, every day of week,” says Andrew Gardener, Chief Operating Officer at the Shoprite Group.

The popular R5 liver burger forms part of Shoprite's permanent range of low-cost essentials available nationwide that include:

- R5 loaf of 600g bread, unchanged in price since April 2016
- R5 takeaway meals
- [R5 sanitary pads](#)
- [R1 per litre purified water](#)
- [R20 meal kit for a family of four](#)

These are not short-term promotional offers subject to specific terms and conditions. Shoprite subsidises more than 1.8 million R5 products every week, underscoring its consistent and ongoing commitment to affordability and accessibility, without compromising on quality.

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