

## Online disruptor METALAB now on Checkers shelves nationwide

- Checkers is the first supermarket retailer to stock METALAB, South Africa's fastest-growing protein brand.
- The launch brings premium, clean-label, high-protein nutrition into the mainstream – with an exclusive 300g pack size designed for trial, variety, and everyday use.
- This forms part of Checkers' commitment providing access to market for local innovators that respond to real customer demands.

One of South Africa's fastest-growing lifestyle nutrition brands has just made the leap from niche online disruptor to national supermarket shelves. METALAB, previously available only via the supplier's website, has launched its high-quality protein powders in [80 Checkers stores and 21 Medirite Plus pharmacies](#) nationwide, and available for delivery via [Sixty60](#) - making high-quality protein more accessible than ever before.

The retail rollout represents a significant moment in the evolution of South Africa's health food landscape. As consumer appetite grows for high-protein, low-sugar, and clean-label alternatives, METALAB bridges the gap between functional performance products and pantry staples – while Checkers continues to lead the charge in innovative health-forward retail.

[METALAB](#) was born in South Africa during the Covid-19 pandemic, when founder Jake Axelrod combined his background in nutrition, personal training and design to create a brand rooted in both function and creativity.

Designed for everyday life, not just performance nutrition, the clean, great-tasting protein products soon earned a cult following online for breaking the stereotypical “gym supplement” mould. Today, a growing community of health-conscious South Africans are stirring these proteins into oats, smoothies, or even baking it into muffins.

“Our products were never built for elite athletes, but rather for everyone who wants to feel better, live stronger and eat smarter,” says Axelrod. “This partnership with Checkers means we can bring that vision to more kitchen cupboards nationwide.”

The METALAB range complements other Checkers private-label offerings such as its Simple Truth range, and international brands like Vital Proteins – all helping the retailer meet growing consumer demand for accessible, high-quality health and nutrition products.

END

[Sign up](#) to receive the Shoprite Group's latest news or visit our [newsroom](#) where you also have access to [high-res media images](#) and [videos](#). In addition, you can find us on [LinkedIn](#), [X](#), [Instagram](#), [Facebook](#), [TikTok](#) and [YouTube](#).