

New world-class DC powers Shoprite Group's longest retail promotion

The Shoprite Group's 29 distribution centres across the country – including its newest state-of-the-art 94 000 m² Riverfields facility – have ramped up operations for this year's longest promotional campaign, [Checkers' XXL Savings](#), that offers over R45 million in savings to customers every day for six weeks straight (9 June to 20 July).

In 2024, the XXL campaign moved 3 million litres of milk, along with 55 tonnes of instant coffee, and 650 tonnes of cheese – which weighs more than three Boeing 747 aeroplanes.

With thousands of new deals every week across key categories such as groceries, baby, general merchandise and liquor, plus huge bulk and combo specials, this year's XXL Savings is set to exceed last year's record volumes – a sizeable undertaking that relies heavily on the retailer's world-class supply chain, superior distribution and cold chain to keep supermarket shelves fully stocked with the freshest and best quality every day.

As one of the Group's newest and most advanced facilities, the Riverfields Distribution Centre (DC) in Kempton Park, Ekurhuleni, will play a key role in meeting peak demand.

Strategically located to serve over 500 of the Group's supermarkets across Gauteng, the Riverfields DC can handle up to 220 trucks on-site at any time, while its location reduces transport costs and emissions through shorter delivery routes. Advanced systems — including real-time tracking, predictive analytics, and high-efficiency sortation — ensure that fresher, more affordable food reaches millions of customers daily.

“By optimising the distance between supplier, DC and store, we've created the shortest and most responsive supply chain in South Africa,” says Andrew Havinga, Chief Supply Chain Officer at the Shoprite Group.

The Riverfields DC stocks over 16,000 products - from dry goods and perishables to convenience meals - including around 700 fruit and vegetable varieties. It ensures year-round freshness and safety through rigorous testing, optimal storage and ripening facilities.

“Riverfields was designed to support high-volume trading periods like the Checkers XXL promotion. It allows us to respond efficiently to increased demand while continuing to deliver quality products and the best possible value to our customers. Importantly, it also reflects our long-term investment in infrastructure, supply chain capability and job creation,” continues Havinga.

Around 1,700 job opportunities have been created by the new Riverfields DC, including 750 roles filled by residents from surrounding communities — a significant contribution in a region where the unemployment rate approaches 37%.

Countrywide, the Shoprite Group's extensive distribution centres collectively employ around 10 000 people across various roles, including warehouse employees, drivers, and support teams.

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