

## **Black Friday heads to Shoprite stores countrywide**

Shoprite stores countrywide will for the first time ever participate in Black Friday, the world's biggest sales promotion, on 24 November.

The decision to also introduce Black Friday to Shoprite's 458 stores, in addition to the 202 Checkers stores, guarantees the country's biggest ever Black Friday.

This worldwide sales promotion came to South Africa in 2014 when Checkers became the first food retailer to introduce the country to deep-cut specials. Since then other retailers have followed suit and millions of South Africans rush to take advantage of the special deals on offer.

Black Friday will now be extended to the country's low price champion stores on consumer demand. "We listened to our customers and they can expect discounts of up to 50% on everyday household products in all our stores," said Neil Schreuder, Marketing Director for Shoprite and Checkers.

"In the current difficult economic environment Shoprite understands the pressure ordinary South Africans are under and we will continue to look at ways to give them more affordable options."

The Black Friday deals on offer were carefully selected to offer consumers real, substantial savings on essential household items. "We're expecting to sell enough custard to make at least 2.6 million trifles, about 5 million kilograms of washing powder and enough nappies to keep almost 18 000 babies dry for a full year," commented Schreuder.

"Store trading hours will be extended to cater for the increased demand."

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