

Checkers Little Shop wins at the 2017 Loyalty Magazine Awards

(19 July 2017) Checkers Little Shop was awarded the Best Short Term Loyalty Programme at the 2017 Loyalty Magazine Awards which took place in London last month.

The 25 different awards categories celebrate excellence, innovation and best practice in the loyalty industry across Europe, the Middle East, Asia and Africa. The winners in each category are selected by a judging panel of independent industry experts.

Checkers Little Shop was first introduced in July 2016, when the supermarket chain shrunk some of South Africa's most recognisable brands into miniature collectibles. Customers were rewarded with a free Little Shop mini product for every R150 spent in store.

Following the huge response from customers, educators and therapists, Checkers launched a new set of Little Shop collectibles in May 2017 including renowned South African products such as Zoo biscuits and Ouma rusks.

ENDS

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