

SHOPRITE OFFERS MORE THAN 1 000 PRODUCTS FOR LESS THAN R5 TO HELP CASH-STRAPPED CUSTOMERS

The Shoprite Group is making sure that financially-pressed customers can afford to eat, even if they have just R5 in their pockets.

There are more than 1 000 products available in Shoprite stores for R5 or less, and over 13 000 of the Group's products are currently selling at lower prices than last year.

The retailer continues to keep its prices as low as possible with its unwavering commitment to deliver the lowest prices on food and household essentials every day.

For less than R5, customers are able to buy a range of bakery, deli, fruit and veg as well as grocery products. A chicken hotdog, a fried egg & tomato sandwich or soup & igwinya (vetkoek) are all available for under R5 at Shoprite delis.

Shoprite subsidises its 600g in-house bakery bread which costs just R4.99, the same price as in April 2016 when the retailer first started its bread subsidy.

Since then it has sold 110 million loaves of bread, subsidised to the tune of R67 million, while absorbing any input cost increases. In the last year alone, Shoprite subsidised staple products at a cost of R190 million.

The Shoprite Group does everything it can to make sure that increases in VAT, petrol prices and other escalating input costs are, wherever possible, not reflected in higher prices at the till.

In the past year the Group has saved customers over R2 billion that they would have paid had its grocery items kept up with inflation.

With unemployment at a staggering 27.2% and economic growth expectations at barely more than 1% for 2018, it is clear that more and more consumers are experiencing severe financial difficulty, and food scarcity is a growing concern.

Even if you only have R5, you can still buy something to eat at Shoprite:

- There are 18 different deli meals which retail for R5 and under, such as pap, sweetcorn on a stick or a boiled egg & igwinya combo.
- Bakery items below R5 include include 600g in-house bakery bread, a muffin, hamburger roll, scone and more.
- Everyday groceries below R5 include 73g Maggi 2min noodles, 50g Pot O' Gold peanut butter, 150g Morvite porridge, 50g Knorr chicken soup, 125g bar of Sunlight laundry soap etc.

The Shoprite Group's purpose is to be Africa's most accessible and affordable retailer, with job creation and efforts to alleviate hunger among its priorities.

Its hunger relief programme includes Mobile Soup Kitchens, which served more than 1.8 million meals to communities in need in the past year. It also donated R99.5 million in surplus food.

The Group also escalated its support of sustainable food gardens, which provide a longer-term solution to food scarcity, and trained hundreds of community members to grow and maintain these gardens.

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