

Checkers offers customers the honest Simple Truth

Checkers is making healthier alternatives to everyday products more accessible and affordable with the launch of Simple Truth, its new private label wellness range.

All Simple Truth products adhere to three promises:

- No artificial colours or flavours
- No artificial sweeteners
- No added MSG

The demand for healthier products and greater convenience has steadily been increasing over the past few years, and Checkers believes that making better choices should be easier for customers. That's why Simple Truth products taste great and retail at supermarket prices.

The extensive range includes convenience meals, breakfast staples (including oats, muesli and rusks), snacks (biscuits, dried fruit rolls and seed crackers), pantry essentials (apple cider vinegar, peanut butter, raw honey and vegan noodles) as well as household cleaning products. Amongst these are vegetarian, vegan, gluten-free, raw, organic, reduced sugar, high protein as well as eco-friendly options.

Retailers globally are expanding their offering so as to not just sell products, but to also offer time-strapped consumers solutions. In line with this trend, Checkers continues to improve and expand its range of added-value foods and recently became the first South African retailer to launch affordable meal kits.

Simple Truth's unique packaging includes a prominent green circle which makes it easy to find in stores, plus each product's unique benefits are clearly communicated on the front of the pack.

Simple Truth will be available nationally at all Checkers and Checkers Hyper stores from Monday 22 October. New additions and range extensions will be introduced in coming months to provide consumers with better choices in even more categories.

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