

Shoprite & Checkers ready for this year's Black Friday bonanza

Shoprite, Checkers and Checkers Hyper stores served 125 customers per second on Black Friday in 2018.

Checkers is the most experienced South African supermarket in the Black Friday game, after being the first food retailer to introduce this one-day sales promotion locally in 2014.

Africa's largest retailer is gearing up for its 6th Black Friday sales bonanza on Friday, 29 November 2019 when both Shoprite and Checkers customers will be able to stock up for the fast-approaching holiday period with massive discounts on various grocery and household essentials.

"Extensive planning commences at least 6 months in advance to ensure we give customers the very best Black Friday experience. As with previous years, we will again stay true to what Black Friday is all about - deep-cut specials that offer real value. We have been hard at work to secure the best deals and to ensure all our stores are sufficiently stocked," says Willie Peters, General Manager: Marketing at Shoprite and Checkers.

Peters adds: "We look forward to making this year's Black Friday our biggest yet. Considering the pressure many households are under given the current economic environment, we have worked closely with our suppliers to identify discounts that will provide meaningful savings and value to all."

With over 1 000 Shoprite, Checkers and Checkers Hyper stores across South Africa, the retail giant will be sufficiently staffed and offer extended Black Friday trading hours to ensure a satisfying shopping experience for its customers.

Xtra Savings

This year members of the newly launched Xtra Savings rewards programme will be the first to receive advance notifications of the incredible Black Friday deals on offer at Checkers.

A total of two million customers have signed up for Xtra Savings in just 20 days following the launch of the rewards programme in mid-October.

Shoppers still have time to join Xtra Savings ahead of this year's Black Friday and can do so free of charge, and in less than 3 minutes, using a number of paperless channels. Xtra Savings members also stand a chance to win their Black Friday shopping for free.

Sales records and favourites from 2018

Last year, Shoprite, Checkers and Checkers Hyper stores served 125 customers per second on Black Friday in 2018. Some of the mega-deals offered in 2018 included a 50% saving on OMO washing powder and 40% off items such as Jacobs instant coffee, Weetbix and Ultramel custard.

On Black Friday 2018 the retailer sold:

- Enough Jacobs instant coffee to make 7.7 million cups of coffee;
- Enough Ultramel custard to make trifle for more than two million people.

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