

Checkers launches exclusive range of Gourmade frozen meals

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- *Only sustainably sourced fish and palm oil sources*

Quality frozen meals are growing in popularity in today's fast-paced world as consumers are increasingly hard-pressed for time to prepare meals from scratch. Locally Checkers is leading the freezer revolution with Gourmade: it's exclusive new range of wholesome premium frozen meals.

Developed by the retailer's team of in-house chefs, Gourmade has been an instant hit.

"Gourmet and frozen traditionally don't go hand-in-hand, but frozen foods have enjoyed a much-needed makeover. It's a massive trend globally and now Checkers is bringing it to South Africa with our Gourmade range," explains Willie Peters, General Manager: Marketing at Checkers.

All Gourmade products are free from added preservatives, artificial colourants, flavours, MSG and sweeteners. Further, only sustainably sourced fish and palm oil sources are utilised. To lock in freshness, dishes are blast frozen within minutes of cooking which ensures fantastic preservation and great nutrient retention.

The range includes everyday favourites but with added value as there is an X-factor to all the Gourmade meals: the beef lasagne has a three-cheese topping; the pies are all open-top and only real butter is used in the garlic baguettes and ciabattas. The range also includes a selection of gourmet classics such as beef bourguignon and potato melanzane.

With its extended shelf-life, Gourmade meals are perfect for stocking up the freezer. It's oh-so-easy to prepare and ready to be enjoyed in under an hour. As the meals are already portioned (family-sized or single servings) it helps to avoid unnecessary produce wastage which can be difficult to manage with fresh groceries.

"We stay abreast of consumer trends to give our customers the very best and continue to improve and expand our range of premium, convenience and now also frozen foods," says Peters.

Gourmade is available from selected Checkers and Checkers Hyper stores in Gauteng and Western Cape, and will be rolled out nationally from early next year.

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