

CHECKERS: MORE SOUTH AFRICANS INTERESTED IN VEGAN LIFESTYLE

Checkers has seen a steady uptake in customer requests for more vegan and plant-based alternatives over the past 12 months, with products from the Linda McCartney Foods range - which it stocks exclusively in South Africa - being a firm favourite.

Linda McCartney Foods is a gourmet range of flavoursome meat alternatives made from the finest ingredients. It includes vegan and vegetarian products such as red onion & rosemary sausages (from R24.99 for a pack of 6) and succulent burger patties (from R24.99 for a pack of 4).

"Demand for vegan, plant-based, meat-free and dairy-free options continue to grow. Whether a customer is strictly vegan or just cutting down on meat and dairy, we are making sure we meet their needs," explains Willie Peters, General Manager: Marketing at Checkers.

[Google Trends](#) data shows that South Africa is the only African country with a sizeable vegan following.

With veganism going mainstream, Checkers now has more than 90 vegan products in its hugely successful Simple Truth range.

Vegan also made up the majority of total Simple Truth product sales over the past 12 months. Products in this range include convenience meals, breakfast staples (such as cereal, muesli and almond milk), snacks (seed crackers, dried fruit rolls and date balls) and pantry essentials (apple cider vinegar, peanut butter, mayonnaise and vegan noodles).

Checkers will always be guided by what its customers want and will continue to expand on its already extensive variety of vegan and/or plant-based ingredients, convenience meals, salads and snacks.

Vegan-friendly products at affordable supermarket prices are available in Checkers and Checkers Hyper stores countrywide.

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