

Shoprite voted top grocery store in SA for the past decade

(8 November 2020) Shoprite was voted the Best Convenience and Grocery Store of the Decade in the 22nd annual Sunday Times Top Brands survey.

"This acknowledgement is testament to us continually striving to better serve our customers and staying true to our dedication to bring them lower prices they can trust, always," commented Willie Peters, General Manager: Marketing at Shoprite.

"It is a wonderful recognition during what has been a particularly challenging year and reflects the incredible work of our entire team to ensure we keep our customers happy."

Through constant innovation, Shoprite has retained its position as South Africa's low price champion. These innovations include, more recently, the highly successful launch of the Shoprite Xtra Savings rewards programme, which offers instant savings and signed up millions of customers within weeks, and the new Money Market Account which makes basic banking functionalities more accessible.

The Top Brands accolade reflects Shoprite's commitment to provide quality goods at everyday low prices. This includes subsidising its R5 deli meals and 600g in-house bakery bread, which has priced at R4.99 since April 2016, to ensure customers with just R5 in their pockets can buy something to eat.

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