

2020 Festive Fact Sheet

The Christmas that South Africa wanted is back on with [Shoprite](#) and [Checkers](#) extending its affordable prices to the festive season.

Fresh Foods

- A small local supplier baked and hand-decorated more than 138 000 fruit cakes and 132 000 mince pies for Checkers supermarkets.
- The production of this festive order required more than 80 000kg of ingredients, took approximately 900 hours to complete, and 25km of ribbon was used to decorate the product packaging.
- Last year, Checkers sold just short of 35 000kg of Christmas cakes.
- There are also 26 new Checkers Limited Edition products for the season, including a deboned three-bird roast (deboned duck stuffed with a deboned chicken stuffed with turkey breast).

Meat Markets

- Shoprite and Checkers supermarkets have an extensive range of the [best quality](#) traditional roasts - including boneless brisket, stuffed chicken, gammon (easy carve, bone-in, boneless and maple flavoured), pork belly, leg of lamb and many more - and was the first South African retailer to stock maple infused and easy carve gammons.
- If the festive meat is stacked on top of each other, it will stand a staggering 36km - more than four times the height of Mount Everest.

Fruit & Vegetables

- Shoprite and Checkers supermarkets are expected to sell more than 600 000 whole watermelons during the festive season, and Checkers expects to sell around 1 million punnets of grapes this summer.
- Fresh produce for the Shoprite Group's supermarkets are sourced locally from over 400 growers.

Toys

- As South Africa's biggest toy retailer, Shoprite and Checkers will again beat any toy price if a competitor store advertises the identical item at a lower price this festive season.
- A third of Shoprite's annual toy sales take place during the month of December, with soft toys and ride-ons amongst the most popular.
- Shoprite has a selection of affordable toys available for under R10, under R20, under R30 and under R40.
- [Thabo and Mpumi Motsabi's Rainbow Dolls](#) - a range of three dolls named Khana, Pula and Nandi - retail at R99.99 each and are available exclusively at Shoprite and Checkers supermarkets nationally.