

Checkers FreshX brings global coffee icon to its customers

(16 November 2020) Checkers FreshX is bringing a world-class coffee experience to its customers through a new partnership with the globally-recognised and much-loved coffee brand, Starbucks.

In December 2020, Starbucks will open at the new Checkers FreshX supermarkets in Rosebank and Stellenbosch, where customers can enjoy a selection of handcrafted, premium beverages tailored to their personal needs. From their iconic espresso beverages, a variety of dairy and dairy alternatives and flavours, to their world renowned trademarked Frappuccinos, iced teas, Cold Brew and so much more – there are options for everyone.

Checkers is already well known for its coffee and stocks the 'Starbucks At Home' retail range of coffee beans and capsules. The Checkers FreshX collaboration with Starbucks will make premium coffee more accessible and bring the Starbucks experience to thousands of consumers through its increased retail footprint.

As Checkers continues to grow and expand its fresh offering, the partnership with Starbucks is another testament to its determination to offer an improved, world-class shopping experience.

Starbucks will be rolled out in the Checkers FreshX supermarkets, which focus on fresh, convenient, upmarket products and experiences. The finest products are brought to customers through partnerships that include hand-crafted artisanal bakery, sushi and chocolatier stations.

“This partnership between two iconic brands is one of the many ways in which we continuously strive to give our customers a world-class shopping experience,” commented Willem Hunlun, Chief Operating Officer for Checkers.

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About Starbucks

Starbucks, a global leading company, first launched in South Africa in April 2016. The brand prides itself on honouring the connection between its baristas (known as partners) and its customers, from their commitment to the highest quality coffee in the world to the way they engage with customers and communities to do business responsibly and through the lens of humanity. The brand does not consider itself a coffee company serving people, but a people company serving coffee. Its mission is to inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time. More information on the company can be found at <https://stories.starbucks.com/>