

## **Checkers voted SA's best grocery store and supermarket brand**

(29 January 2021) It's official: Checkers is South Africa's best grocery store and supermarket brand as voted by readers of The Star in their annual 2020 Star Readers' Choice Awards.

Checkers is known for convenience, quality and freshness and through constant innovation has brought many unique experiences to its customers, including:

- world-class retail with its new Fresh X stores, such as the recently opened [Checkers Rosebank](#);
- Checkers [Sixty60](#), South Africa's first 60-minute grocery delivery service from a supermarket chain;
- the hugely successful [Xtra Savings](#) rewards programme;
- an ever-growing range of private label products including Simple Truth and Oh My Goodness!

"We are delighted to be recognised as South Africa's best grocery store and are proud to be adding this award to our growing list of accolades. It is a wonderful acknowledgement of our team's commitment to continually serve our customers better. We're keeping this momentum in 2021 and have some exciting tricks up our sleeve, including the introduction of new product ranges and stores," says Willem Hunlun, Chief Operating Officer for Checkers.

Thousands of The Star readers cast their votes in the 2020 Star Readers' Choice Awards to honour brands and products that they truly love and highlight those businesses considered best in their category in the country.

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