

World-class Checkers opens at Drakenstein Sentrum in Paarl, creating more than 180 new jobs

(23 November 2021) [Checkers](#) opened its new state-of-the-art supermarket at the Drakenstein Sentrum in Paarl today, creating 182 new jobs and elevating the customer experience through the introduction of brand-new in-store services, a strong emphasis on fresh food and greater convenience.

Recently named the [most reputable brand in South Africa](#) in Brand Finance's 2021 annual report, Checkers continues to introduce more and more customers to a world-class shopping experience. The supermarket chain is growing its share of the premium grocery sector through relentless innovation and its increasingly sophisticated understanding of customers' needs.

The primary attractions of the new Checkers FreshX Drakenstein Sentrum include:

- the first of its kind in-store [Krispy Kreme](#) coffee shop with fresh doughnuts delivered daily,
- a decadent chocolatier bar with locally-made, handcrafted artisanal chocolates created by [My Sugar](#),
- a sit-down sushi bar,
- a honey bar offering unique, local varieties of honey-on-tap,
- hand-stretched, stone baked pizzas straight from the oven,
- a selection of meats and veggies expertly prepared on the imported rodizio grill,
- a dedicated health and wellness section,
- freshly-made artisanal breads, delicious pastries and luxury cakes,
- more than 400 local and international cheeses,
- wines from over 100 leading estates as well as authentic French champagne and the widest range of Italian prosecco,
- premium quality meat including the best boerewors, South Africa's favourite supermarket steak brand with more than 19 cuts, Simple Truth Certified Natural Lamb and Farmstead Pork endorsed by the [South African Chefs Association \(SACA\)](#)
- a selection of handcrafted, premium beverages available from the adjacent [Starbucks](#).

The Money Market counter offers customers a wide range of value-added services, including payment of municipal accounts; money transfers; purchases of data, airtime, electricity, gift cards or savings stamps; and even taking out insurance.

The supermarket will be managed by experienced Branch Manager, Pieter Erasmus, who joined the Shoprite Group in 2013 as a Trainee Manager.

Checkers Drakenstein Sentrum's trading hours are 08:00 – 20:00 from Mondays to Sundays.

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