

## **Checkers named SA's most admired brand by MarkLives**

(18 February 2021) Checkers was recently recognised as [South Africa's most admired brand by MarkLives](#).

Known for convenience, quality and freshness, Checkers continues to reap the benefits of its investment in innovation and has successfully positioned itself as offering value, as well as appealing to the mid-to-upper consumer market.

Through constant innovation, Checkers 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 which has signed up more than six million customers since it launched in October 2019;
- a string of new financial services products, including [pet insurance](#), to establish itself as a one-stop shop;
- an ever-growing range of private label products including Simple Truth and Oh My Goodness!

"We're honoured to have been recognised as South Africa's most admired brand and wish to thank our customers as this would not have been possible without their continued support," says Willem Hunlun, Chief Operating Officer for Checkers.

[Marklives](#) has been polling the leading South African advertising agencies annually since 2012 and the latest results come after 144 participants nominated their most-admired companies.

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