

## **KZN's first Checkers Foods opens in Ballito**

Ballito is home to the first smaller format Checkers Foods supermarket in KwaZulu-Natal, and only the third one in South Africa.

Customer demands for Checkers supermarkets in their neighbourhoods inspired Checkers Foods, and the first two stores opened in Roodepoort (in Gauteng) and the historic town of Franschhoek (in the Western Cape).

The 1 305m<sup>2</sup> newly launched Checkers Foods store located in Ballito Steps boasts an expanded fresh food offering with solution-based convenience ranges curated to meet specific customer needs, including lunch, braai, dinner or emergency purchases.

Conveniently located and ideal for quick top-up shops, Checkers Foods offers:

- Freshly prepared sushi;
- Exclusive brands such as Forage & Feast and Simple Truth;
- A Meat Market with free range chicken and restaurant-quality steak;
- A bakery with artisan breads;
- Fresh fruit and vegetables;
- A wine and cheese cellar;
- Fresh flowers;
- Krispy Kreme; and
- A Money Market counter.

“We have spent a great deal of time to understand what our customers want and how they like to shop, and the new format Checkers Foods neighbourhood stores were designed with the customer at the forefront. The result is an improved shopping experience with fantastic fresh foods on offer, together with the convenience, quality, value and competitive pricing customers have come to expect from Checkers,” Willem Hunlun, Chief Operating Officer at Checkers.

Checkers Foods Ballito created jobs for 19 new employees and will be managed by Jessie Ramnanan who joined the retailer in 2002.

The store's trading hours are 08h00 to 20h00 from Mondays to Sundays.

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