

Checkers brings top quality food to Franschhoek

Checkers is opening its first new format Checkers Foods supermarket in the Western Cape, bringing top quality food and exclusive brands to the historic town of Franschhoek.

The 1 000m² Checkers Foods store has a unique look-and-feel designed to honour the style and charm of Franschhoek and the architecture of the building in which it is located.

The store includes:

- 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 (pending liquor license approval) and cheese cellar;
- Fresh flowers;
- Starbucks; and
- A Money Market counter.

“We are thrilled to have found the perfect venue for this store concept and have fine-tuned the product offering to appeal to and serve all our customers in the area,” said Willem Hunlun, COO of Checkers.

“With this new Checkers supermarket, we have also created employment in the area at a critical time, given the high unemployment levels, with a staff complement of 71 including 51 women,” he said.

The store is managed by Shaun Adams, who joined the retailer 12 years ago as a retail student and was fresh foods manager at Checkers Tokai.

Checkers Foods Franschhoek’s trading hours are:

- Mondays to Sundays from 08:00 –20:00