

Checkers pilots 60-minute grocery delivery service

In response to customers' growing desire for hyper-convenience, Checkers has introduced an exclusive one-hour grocery delivery service. Named Sixty60, the new mobile app delivers groceries and drinks at the touch of a button and users can track the status of their order and delivery in real-time.



This is South Africa's first 60-minute grocery delivery service from a supermarket chain.

"The name Sixty60 captures the service's main ambition: for customers to order groceries in sixty seconds and have them delivered in as little as sixty minutes," explains Neil Schreuder, chief of innovation and strategy at Shoprite Checkers.

Following months of testing the Sixty60 app with its own employees, it is now being piloted to the public in select locations in Cape Town and Sandton. Products on the Sixty60 app retail at the same prices found in Checkers stores and delivery is free for the time being during the pilot period.

"Sixty60 will offer unrivalled convenience because it does all the hard work for you," says Schreuder. "In our time-pressed society, providing consumers with a swift, on-demand grocery delivery service is like giving them back time: today's most precious commodity."



Checkers finally has a rewards programme

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Sixty60 is currently available to the public in Checkers supermarkets in the Western Cape (including Durbanville, Willowbridge, Okavango Crossing, Rondebosch, Kloof Street, Sea Point) and Gauteng (Melrose and Bryanston).

Sixty60's beta app is now available for download on the [App Store](#) and [Google Play Store](#).

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