

Checkers' Forage & Feast wins prestigious NielsenIQ BASES Breakthrough Innovation Award

Checkers' premium private label range, [Forage & Feast](#) has won the coveted [NielsenIQ BASES Breakthrough Innovation Award](#) in the food category for 2023.

Since its launch in November 2020, Forage and Feast has expanded to include hundreds of products across 34 different categories – from artisanal cheeses to decadent desserts, delicious roasts to speciality deli items, and award-winning festive foods garnering a huge customer following and establishing itself as the benchmark for premium supermarket food products.

"We always put our consumers first and work to deliver products that exceed their wants and needs. With Forage and Feast there is a beautiful marriage of package innovation, the highest quality products, as well as provenance. Innovation is at the core of our business, and we'll continue setting new standards for our customers," says Renaldo Phillips, Head Buyer: Private Label and Food Imports.

Endorsed by [South Africa's first Michelin star chef](#), Jan Hendrik van der Westhuizen, the range is responsibly sourced from the best suppliers and artisans, and focuses on quality food, seasonality, uncompromised taste and the convenience that allows consumers to create restaurant-quality meals at home.

The BASES Top Breakthrough Innovations Project powered by NielsenIQ is a highly regarded global award program that provides broad industry recognition for brands at the forefront of new product innovation across all FMCG categories. The project has identified more than 700 products from around the globe as Breakthrough Innovations since its inception in 2012. These innovations address key consumer needs and deliver stand-out experiences that redefine their categories. This, in turn, results in incredible outcomes. The 2022 global winners represent [\\$4.05B+ \(R83 billion\)](#) in year one sales.

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