

## **Shoprite customers can now also Sixty60 as digital adoption grows in SA**

The convenience of on-demand grocery delivery will soon be available to even more South Africans as Sixty60 expands its award-winning service to selected Shoprite supermarkets.

Following a successful pilot in Gauteng and the Western Cape, Sixty60 is set to launch in 19 Shoprite stores across eight provinces from next month.

A phased roll-out will ensure that each new location delivers the excellence and efficiency that has become synonymous with [Sixty60](#).

Shoprite Sixty60 will remain true to the supermarket's low-price promise, while reimagining the shopping experience. It does the heavy lifting for customers with convenient, fast delivery of grocery essentials at in-store prices, offering the same instant [Xtra Savings](#) rewards on the app and at the till.

"After many months of working feverishly behind-the-scenes, we are excited to introduce Shoprite Sixty60 to locations where it can have a meaningful impact for consumers needing the convenience of home delivery, and where the logistics are in place to support a seamless experience," explains Neil Schreuder, Chief of Strategy and Innovation at the Shoprite Group.

Shoprite Sixty60 is already up and running from Shoprite Atlantis, Western Cape and Shoprite Jabulani in Soweto, Gauteng. Shoprite Kleinmond, Western Cape, and Shoprite Kriel in Ga-Nala, Mpumalanga will kick off the expansion in March.

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