



New & Exclusive

FREY CHOCOLATE HOT CROSS BUNS

Frey Chocolate Hot Cross Buns are delectable buns made with stoneground flour and filled with Switzerland's **No.1 chocolate** for extra chocolatey goodness. Contains no fruit.

TRADITIONAL EASTER FAVOURITE Pickled Fish

Only in South Africa does pickled fish come to the Easter table. There are many theories about the origins of this peculiarly South African tradition, the most popular being that the recipe was originally devised by Cape Malay fishermen so as to preserve their catch for as long as possible.

During the Easter period, Checkers sells 10 times more pickled fish than on average.

Massive

EASTER COLLECTION

Comprising everything from the traditional hot cross buns to the hot cross muffin. All made with a new and improved recipe using stoneground flour and only the finest quality natural ingredients. They contain the perfect blend of spices, are low in sodium and contain no genetically modified ingredients or chemical and artificial preservatives.

Sales of hot cross buns are expected to rise by at least 50% in the week leading up to Easter.



Transform leftover Easter treats into delicious delicacies with these

6 easy ideas:

- 1 Easter egg s'mores
- 2 Easter brownies - with pieces of Easter egg
- 3 Hot chocolate made from chocolate Easter eggs
- 4 Hot cross bun bread & butter pudding
- 5 Hot cross bun french toast
- 6 Chocolate sauce made from chocolate Easter eggs for pancakes, waffles or milkshakes



Finest MILK CHOCOLATE

Frey is Switzerland's **No.1 chocolate** and exclusive to Checkers.

The vast majority of bunny consumers (59%) start with the ears.*

This Easter, shoppers should be on the lookout for the Frey white chocolate bunny hidden in our stores nationwide, and stand a chance of winning a share of R100 000.



Croquem-bouche

Add some French flair this Easter by making an eye-catching croquembouche with mini hot cross buns.

add a bit of Flair!



ice cream SANDWICH

Make a trendy ice cream sandwich with a hot cross bun by adding a scoop of Spoonfulls Ice Cream and a drizzle of chocolate sauce for a decadent Easter treat.

Spoonfulls Ice Cream, exclusive to Checkers, was voted SA's best ice cream in the Sunday Times Food Awards.

Celebrate GIN

THE ITALIAN WAY - LA GIOIOSA PROSECCO

With the global consumption of Prosecco having overtaken that of Champagne in recent years, Prosecco sales are expected to increase over the Easter period as it adds a celebratory touch to any table.



Thanks to its versatility, gin still remains a favourite in South Africa. Cape Fynbos Small Batch Handcrafted Gin is exclusive to Checkers and has a fresh and floral taste with a hint of white pepper, orange and berries. Simply enjoy as a classic G&T or create a gin cocktail - **there are no boundaries!**

Easter AT Checkers

better and better

did you know?

This year we bought over 5.5 million Easter eggs, and we are part of the South African retail group with the biggest range and most variety.

(*According to a recent study in The Laryngoscope Journal.)