

## **Checkers named SA's best food retailer and liquor store**

[Checkers](#) was recently named South Africa's best grocery and liquor store (Checkers LiquorShop) in the 2021/2022 Ask Afrika Orange Index Awards.

"It is an honour to be recognised as the best grocery and liquor store in South Africa. We are very proud of this accolade and wish to thank our customers as this would not have been possible without their continued support," says Willem Hunlun, Chief Operating Officer for Checkers.

The recognition from Ask Afrika comes after Checkers raked in several other accolades earlier this year, including:

- Best supermarket and grocery deliveries (Sixty60) in Rapport's *Jou Keuse* 2021 Awards
- Named the [most reputable brand in South Africa](#) in Brand Finance's 2021 annual report
- Named [South Africa's most admired brand](#) by MarkLives
- [Best grocery store and supermarket brand](#) in the 2020 Star Reader's Choice Awards
- Checkers Sixty60 named [one of Memeburn's best apps of 2020](#)

### **About the Ask Afrika Orange Index Awards:**

The [Ask Afrika](#) Orange Index has been at the forefront of service benchmarking since 2001 and is the broadest, independent, and most widely referenced service excellence benchmark in South Africa. A total of 19 986 South Africans were interviewed during May to July 2021 to establish which companies provide the best customer experience in South Africa.

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