



## FREQUENTLY ASKED QUESTIONS

Checkers has been confirmed as the **official South African retail partner of PRIME!**

The worldwide hydration drink phenomenon will soon be widely available to local fans from 1 May 2023, at supermarket prices!

There is a limited amount of product, and we ask customers to be respectful of other customers during this launch phase

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## FAQ'S FOR CHECKERS X PRIME HYDRATION LAUNCH 2023

1.

### WHAT IS PRIME?

PRIME is a Hydration drink, made up of coconut water with zero added sugar or caffeine.

PRIME has become an international viral sensation, following its hugely successful launch in January 2022 by YouTube sensations, **Logan Paul & KSI**, with a combined social following that boasts around 100 million followers.

First launched in the USA, United Kingdom and Australia in 2022, PRIME's availability caused major excitement amongst Gen Z customers, resulting in thousands of customers lining up overnight to get their hands on the popular drink, which has now become a viral collector's item around the world.

2.

### WHAT ARE THE INGREDIENTS OF PRIME?

Each 500ml bottle of the thirst-quenching PRIME Hydration contains around 20 calories and is made up of 10% coconut water, with zero added sugar or caffeine.

It also contains electrolytes, vitamins A & E and zinc, and branched-chain amino acids (BCAAs) – designed to rehydrate, refuel and replenish energy levels.

PRIME is gluten-free, soy-free and vegan friendly

3.

#### **WHEN AND WHERE CAN I GET PRIME?**

PRIME will be available from 1 May 2023

Selected Checkers and Checkers Hyper stores in South Africa will stock PRIME until stocks last

[You can find a full store list here](#)

**4.**

#### **HOW MUCH DOES PRIME COST?**

A single 500ml unit of PRIME Hydration will cost R39,99, until stocks last.

T&C's Apply.

**5.**

#### **IS PRIME SAFE FOR CHILDREN TO DRINK?**

There is zero added sugar and no caffeine added to this product

**6.**

#### **HOW MANY PRIME BOTTLES CAN I BUY?**

Each customer is allowed to purchase 8 units allowed per day. This rule applies for in-store purchases and Sixty60 shoppers

**7.**

#### **WHAT FLAVOURS IS CHECKERS LAUNCHING WITH IN MAY 2023?**

We are launching with four of the flavours:

Ice Pop, Blue Raspberry, Lemon Lime, and Tropical Punch.

**8.**

#### **ARE PRIME BOTTLES RECYCLABLE?**

All variants of the PRIME Hydration bottles are recyclable in South Africa

#### **PRIME LAUNCH EVENTS**

Checkers will be hosting 5 launch events in South Africa on 1 May 2023

Each store has various opening times, this is to be confirmed closer to the time.

**9.**

**WHERE WILL THE LAUNCH EVENTS BE HELD**

Western Cape - Checkers Hyper Canal Walk, Century City, Cape Town

Gauteng - Checkers Sandton City, Sandton Johannesburg

Gauteng – Checkers Hyper Castle Gate Shopping Centre, Pretoria

Gauteng – Checkers Hyper New Menlyn, Menlo Park, Pretoria

KwaZulu-Natal - Checkers Hyper Oceans Mall, Umhlanga, Durban

**10.**

**WILL I BE GUARENTEED PRIME IF I ATTEND ONE OF THESE EVENTS?**

The events offer a first come first serve opportunity for customers to get their hands on a PRIME drink.

**11.**

**WILL THERE BE SECURITY AT THESE EVENTS?**

Checkers will be providing additional security to allow our customers the best and safest experience we can offer

ENDS.