

SA Chefs Association puts its stamp of approval on Checkers Ready-To-Cook range

Checkers' new range of Ready-To-Cook convenience meals, as well as its butcher's premium pork and matured beef ranges, have received the South African Chefs Association's (SACA) stamp of approval.



SACA celebrity chefs Jenny Morris, Pete Goffe-Wood, Benny Masekwameng, Bertus Basson and Martin Kobald recently put the Farmstead Premium Pork and Steakhouse Classic matured steak to the test. They carefully inspected, cooked and tasted the products to see if they stand up to stringent, restaurant-quality standards. All three ranges passed with flying colours, and were described as “excellent, impressive, melt-in-your mouth and succulent”.

From slow-cooked lamb shanks and oxtail to Malay chicken curry and chicken fillets, the range enables consumers to serve meals that taste great, require no effort and are ready in minutes.

Offering a great alternative to beef and lamb, Checkers Farmstead Pork is available in a number of cuts, such as rump, fillet and pork belly. And steak lovers already familiar with the Checkers Steakhouse Classic range will appreciate the perfectly matured, thick cut and properly marbled steaks. The range is available in 11 cuts, including some of the most popular ones used in top restaurants like fillet, New York strip steak, picanha rump, T-bone and rib-eye.

A series of television advertisements stars Jenny Morris, Pete Goffe-Wood, Benny Masekwameng, Bertus Basson and Martin Kobald.

The SA Chefs Association has been promoting the art and science of cookery in South Africa for more than 40 years. Boasting 45 award-winning chefs with 26 Culinary Olympic medals between them, this professional body represents 7,500 top chefs and is widely recognised for its work in maintaining the highest levels of culinary excellence, food standards and professionalism throughout South Africa.

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