

## AMFresh South Africa launches exclusive Alizza fruit at Checkers

By [Carl Collen](#) | 29 July 2026

**The seedless, easy-to-peel Alizza variety is now available exclusively at Checkers stores across the country**



Image: AMFresh

AMFresh South Africa has revealed that its mandarin-pomelo hybrid Alizza is now available exclusively at Checkers stores nationwide.

The fruit is described as a “premium, locally grown citrus variety that’s naturally seedless, easy to peel and exceptionally juicy”, and boasts a “generous size, vibrant golden-orange skin and fragrant aroma”.

Developed through AMFresh's's varietal innovation platform Genesis Fresh, Alizza has twice received the International Taste Institute's highest 3-Star Superior Taste Award, most recently in 2026.

Checkers noted that the arrival of Alizza also forms part of a broader investment in fresh produce innovation.

This means using exclusive varieties – including locally grown pink lemons and finger limes, and the Spanish-grown Onix blood orange – to introduce shoppers to new experiences while generating market insights that help guide future crop development and opportunities for local growers.

"We're constantly looking for ways to make healthy eating more exciting and accessible," said Quintin Paladin, general manager of Freshmark, Checkers' fruit and vegetable procurement and distribution arm.



### **Onix hits the shelves in South Africa**

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"The Alizza fruit is a fantastic addition to our citrus range, as it perfectly addresses the modern shopper's need for both premium quality and everyday convenience.

"Bringing a seedless, easy-to-peel fruit of this calibre to South African stores highlights our ongoing focus on varietal innovation," Paladin explained.

Ben Ward, managing director at AMFresh South Africa, commented: "We are incredibly proud to partner with Checkers to bring the Alizza fruit to South African shoppers.

"This launch reflects our shared ambition to introduce exciting, award-winning fruit innovation that excites consumers while creating new opportunities for local growers.

"I would also like to recognise the exceptional commitment of our South African production teams and producer partners," he continued.

"Despite a particularly challenging citrus season, their expertise, resilience and dedication have made it possible to deliver this outstanding new eating experience to consumers.

"We are excited to continue building on this partnership and bringing more next-generation varieties to the local market," Ward added.

Checkers pointed out thatm, while select international varieties complement the range, approximately 95 per cent of its fresh fruit and vegetables – including citrus – are sourced from more than 450 South African farmers.

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