

Behind the Dairy Aisle: Who Really Makes Your Favourite Supermarket Products?

South Africa's major retailers — **Woolworths, Checkers, and SPAR** — have built extensive **private label** ranges across the dairy category, including **milk, cheese, yoghurt, and ice cream**. While the packaging carries the retailer's branding, the actual products are manufactured by **independent local dairy producers**, many of whom are leaders in the industry.

What is private label?

Private label refers to products that are branded and sold exclusively by a retailer, but produced by a third-party manufacturer. These ranges allow retailers to offer competitive pricing, greater quality control, and exclusive innovation — often matching or exceeding the quality of branded products on shelf.

The South African dairy sector is fortunate to have a strong network of local producers supplying both branded and private label products across multiple categories. Many of these manufacturers were recognised in the recent **South African Dairy Awards**, showcasing their excellence in formulation, innovation, and quality.

All manufacturing information in this article has been sourced from the official 2025 South African Dairy Awards: cheesesa.co.za

Want to get your product into SPAR, Pick n Pay or Checkers?

We've helped hundreds of local brands understand exactly what it takes to get listed in major South African retailers – and now it's your turn.

■ Option 1: Grab our “Launch to Retail” e-Book

A comprehensive guide that breaks down the retail listing process, buyer expectations, trading terms, delivery models, compliance checklists, and hidden costs across PnP, Checkers, SPAR, Clicks, Dis-Chem and more.

Get it here: <https://www.hamzehmajiet.com/products>

🎓 Option 2: Join our next Live Webinar

In this 3 Hour *Retail Readiness Framework* session, we walk you through the real cost of getting listed, how retailers work, what you need to prepare, and the step-by-step listing process:

<https://www.hamzehmajiet.com/webinar-retail-readiness->



[framework-phase-1](#)

Woolworths Product	Manufacturer	Category	Award	Class
Gouda White	Lactalis SA (Bonnievale)	Cheese	2nd Place	C/03
Gouda Yellow	Lactalis SA (Bonnievale)	Cheese	3rd Place	C/03
Feta Plain	Lactalis SA (Bonnievale)	Cheese	1st Place	C/15
Yellow Cheddar (6mo)	Lactalis SA (Bonnievale)	Cheese	3rd Place	C/05
White Cheddar (12mo)	Lactalis SA (Bonnievale)	Cheese	1st Place	C/06
Gouda Wedges	Lactalis SA (Ladismith)	Cheese	1st Place	C/01
Mature Gouda (10mo)	Lactalis SA (Ladismith)	Cheese	2nd Place	C/02
Mature Gouda (24mo)	Lactalis SA (Ladismith)	Cheese	1st Place	C/31
Ayrshire Bocconcini	RFG Foods	Cheese	1st Place	C/08
Pizza Mozzarella	RFG Foods	Cheese	3rd Place	C/09
Mascarpone with Fig & Pecan	RFG Foods	Cheese	Product of the Year	-
Ayrshire Smooth Ricotta	RFG Foods	Cheese	2nd Place	C/26
Ayrshire Traditional Ricotta	RFG Foods	Cheese	3rd Place	C/26
Whipped Ricotta, Peppers & Basil Dip	RFG Foods	Cheese	3rd Place	C/27
Traditional Brie with Nastergal	Fairview Cheese	Cheese	2nd Place	C/13
Feta with Red Pepper & Chilli	Fairview Cheese	Cheese	3rd Place	C/16
Raspberry Roulade	Fairview Cheese	Cheese	1st Place	C/27
Jalapeno Cream Cheese Slice	Fairview Cheese	Cheese	2nd Place	C/27
La Rochelle Cream Cheese	Fairview Cheese	Cheese	1st Place	C/28
KJ Controlled Cream Cheese	Fairview Cheese	Cheese	3rd Place	C/28
Medium Fat Cream Cheese Salmon & Herb	Fairview Cheese	Cheese	1st Place	C/37
Medium Fat Cream Cheese Spring Onion	Fairview Cheese	Cheese	2nd Place	C/37
Chevin Traditional	Fairview Cheese	Cheese (Goat)	2nd Place	C/54
Chevin Garlic & Herb	Fairview Cheese	Cheese (Goat)	3rd Place	C/55
Brie de Roche	Fairview Cheese	Cheese (Mixed Milk)	1st Place	C/64
Roydon	Fairview Cheese	Cheese (Mixed Milk)	2nd Place	C/64
Fresh Custard with Vanilla	Fair Cape Dairies	Dessert	1st Place	D/01
Passion Fruit Cheesecake Mousse	Fair Cape Dairies	Dessert	1st Place	D/02

Chocolate Mousse	Fair Cape Dairies	Dessert	2nd Place	D/02
Low Fat Mixed Berry Yoghurt	Fair Cape Dairies	Yogurt	2nd Place	Y/05
Low Fat Smooth Strawberry Yogurt	Fair Cape Dairies	Yogurt	2nd Place	Y/06
Low Fat Salted Caramel Yogurt	Fair Cape Dairies	Yogurt	1st Place	Y/07
Ayrshire Full Cream Plain Yogurt	Fair Cape Dairies	Yogurt	1st Place	Y/13
Full Cream Vanilla Yogurt	Fair Cape Dairies	Yogurt	1st Place	Y/16
Double Cream Lemon Curd Yogurt	Fair Cape Dairies	Yogurt	1st Place	Y/20
Double Cream Strained Apple Yogurt	Fair Cape Dairies	Yogurt	1st Place	Y/28
Organic Halloumi	The Gourmet Greek	Cheese	2nd Place	C/18
Halloumi Kebabs	La Montanara	Cheese	1st Place	C/18
Halloumi Bell Pepper Kebab	La Montanara	Cheese	3rd Place	C/18
Mascarpone	Sundale Dairy	Cheese	1st Place	C/25
Ayrshire Double Thick Cream	Sundale Dairy	Cream	3rd Place	CM/04
Ayrshire Pouring Cream	RFG Foods	Cream	1st Place	CM/01
Ayrshire Whipping Cream	RFG Foods	Cream	1st Place	CM/02
Ayrshire Low Fat Milk	RFG Foods	Milk	2nd Place	M/02
Organic Fat Free Smooth Cottage Cheese	Fairfield Dairy	Cottage Cheese	2nd Place	CC/01
Organic Low Fat Chunky Cottage Cheese	Fairfield Dairy	Cottage Cheese	1st Place	CC/06
Organic Full Cream Smooth Cottage Cheese	Fairfield Dairy	Cottage Cheese	2nd Place	CC/10
Toffee Frozen Yogurt	Marcel's Gourmet Frozen Yogurt	Frozen Dessert	2nd Place	IC/05
Vanilla Dairy Ice Cream	Lactalis SA (Parow)	Ice Cream	3rd Place	IC/01
Soft Scoop Vanilla & Berry Ice Cream	Lactalis SA (Parow)	Ice Cream	3rd Place	IC/02
Triple Caramel Ice Cream	Lactalis SA (Parow)	Ice Cream	3rd Place	IC/03

Checker Brand	Product	Manufacturer	Category	Award
Forage & Feast				
Flor Di Latte Bocconcini	Zandam Cheese	Cheese (Fresh Mozzarella)	3rd Place	C/08
Mascarpone	Zandam Cheese	Cheese	3rd Place	C/25
Mozzarella Di Bufala	Zandam Cheese	Cheese (Buffalo Mozzarella)	1st Place	C/62

Double Cream Green Melon & Mint Yogurt	Lactalis SA (Kayalami)	Yogurt	1st Place	Y/19
Crystal Valley				
Full Cream Maas	Dairy Corporation	Cultured Milk	2nd Place	CF/02
Medium Fat Maas	Douglasdale Dairy	Cultured Milk	1st Place	CF/03
Low Fat Pasteurized Milk	Dairy Corporation	Milk	3rd Place	M/02
Low Fat Strawberry Flavored Dairy Snack	Fair Cape Dairies	Yogurt Snack	2nd Place	Y/24
Medium Fat Cream Cheese with Sweet Chili	Lanewood	Cheese Spread	3rd Place	C/20
Full Fat Processed Cheese Cheddar	Lanewood	Processed Cheese	3rd Place	C/44

Pick n Pay Product	Manufacturer	Category	Award	Class
Matured Cheddar	Lanewood	Cheese	2nd Place	C/05
Medium Fat Cream Cheese Plain	Lanewood	Cheese	1st Place	C/21
Full Fat Cream Cheese Plain	Lanewood	Cheese	1st Place	C/23
Medium Fat Maas	Lanewood	Cultured Milk	2nd Place	CF/03
Medium Fat Maas	Darling Romery	Cultured Milk	3rd Place	CF/03
Bubble Gum Flavored Medium Fat Milk	Fairfield Dairy	Flavored Milk	2nd Place	CF/05
Fat Free Plain Yoghurt	Dewfresh	Yogurt	3rd Place	Y/01
Low Fat Smooth Cottage Cheese Plain	Lanewood	Cottage Cheese	2nd Place	CC/04
Medium Fat Power Cup Granadilla Dairy Snack	Fairfield Dairy	Yogurt Snack	1st Place	Y/25
Low Fat Smooth Cottage Cheese Plain	Lanewood	Cottage Cheese	2nd Place	CC/04
Full Fat Chunky Cottage Cheese Plain	Lanewood	Cottage Cheese	2nd Place	CC/12

SPAR Product	Manufacturer	Category	Award
Cheddar - Mild	Woodlands Dairy	Cheese	2nd Place
Processed Gouda Cheese	Clover SA (KZN)	Cheese	3rd Place
Low Fat Milk - UHT	Woodlands Dairy	Milk	2nd Place
Full Cream Maas	Spring Meadow Dairy Farm	Cultured Milk	1st Place
Fat Free Smooth Cottage Cheese Plain	Fairfield Dairy	Cottage Cheese	1st Place
Low Fat Chunky Cottage Cheese Plain	Fairfield Dairy	Cottage Cheese	1st Place
Low Fat Chunky Cottage Cheese Chives	Fairfield Dairy	Cottage Cheese	1st Place
Full Cream Chunky Cottage Cheese Plain	Fairfield Dairy	Cottage Cheese	1st Place
Low Fat Strawberry Flavoured Dairy Snack	Fair Cape Dairies	Yogurt Snack	2nd Place
Double Cream Plain Yoghurt	Fairfield Dairy	Yogurt	1st Place
Full Cream Granadilla Yoghurt	Fairfield Dairy	Yogurt	3rd Place
Low Fat Smooth Cottage Cheese Plain	Fairfield Dairy	Cottage Cheese	1st Place