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Press release – Pressemitteilung - Communiqué de presse

Brezelbäckerei Ditsch GmbH presents new Store Design

Ditsch also optically reinforces its will to expand and opens its first branch in a new store design. The modern layout is based on a strategic redesign of the Ditsch brand positioning.

The Ditsch shops of the future are dominated by clear lines that consciously forego the use of distracting elements. This leads to a “tidy look” that is aligned to the customers’ needs. New “icons” in the menu board allow rapid visual capture of the individual product ranges and offers. The overall impression should convey a pleasant combination of traditional and modern elements. New architectural elements are deployed for this purpose. Light wood and a sophisticated lighting concept ensure warmth and a cosy atmosphere. The new store design offers a modular processing of different surface sizes and as such a high degree of flexibility, depending on the location situation. All functionalities that are needed to ensure a smooth service will remain in the perfection known hitherto.

The described (design) re-launch is the result of a strategic redesign of Ditsch’s brand positioning. For this purpose, an internal team as well as external professional service providers worked together, utilising both qualitative and quantitative research. Following this, an English design agency “translated” the positioning in a real shop layout. The source of inspiration was the British city of London, as the melting pot for new retail developments.

At the pilot site “Mainz/Römerpassage”, which celebrated its reopening “in its new look” on the 22nd of August 2013, the customer reactions are awaited in the first step, after which adjustments will be made. The first reactions have been very positive. As of October 2013, successively, all re-openings will follow in the new look. Existing subsidiaries will be remodelled step-by-step.

Additional information on Brezelbäckerei Ditsch GmbH can be found at:

www.ditsch.de

www.facebook.com/ditsch

Should you have any queries or require additional information, please contact our media relations office:

Stefania Misteli
Tel. +41 61 467 36 31
stefania.misteli@valora.com
<http://twitter.com/ValoraGroup>

Facts and Figures Valora

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The [Division Retail](#) is the market leader in small and smallest outlet convenience retail at high-confluence locations, with standardised formats. The [Division Services](#) is the market leader in the sale of press products to Valora-operated outlets and trade partners. The [Division Trade](#) is an exclusive distributor of food and non-food items to retail trade.

Facts and Figures Ditsch

The specialist for deep-frozen dough pieces has been producing traditional lye baked goods for more than 90 years. For more than 10 years [Ditsch](#) has also been producing already baked, deep-frozen specialities. Today the company employs more than 500 people. The headquarters and production location is in Mainz and there is an additional production plant in Oranienbaum. With approximately 200 subsidiaries located at highly-frequented locations, predominantly at public transport hubs and shopping centres, Ditsch has a comprehensive geographic market presence in Germany and a correspondingly high level of awareness. Every day, throughout Germany, approximately 100,000 customers in Ditsch subsidiaries enjoy lye bread specialities, pizzas, croissants, as well as hot and cold beverages on-the-go.