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Press release – Pressemitteilung – Press release – Communiqué de presse

A breath of fresh air at Ziegelbrücke station

“Enjoyment on the move” – from delicious sandwiches, to hot soups, to fruit juices brimming with vitamins. When the new avec opens its doors at Ziegelbrücke station on December 15, 2016, it will be tempting its guests with a fresh take-away offering.

At 5.30 a.m. on Thursday, the new-look avec at Ziegelbrücke station will open for business. Freshly squeezed fruit juices, aromatic coffee and hot croissants will be waiting for the early-morning commuters, while free WLAN will make the new avec the ideal breakfast venue for the smartphone generation. At lunchtime, the offering will also include hot panini and warming soups. The store’s newly designed layout and fresh colour scheme invite the customer to linger. A “ready to heat” corner allows guests to heat up their chosen dishes themselves. Thanks to the Coca Cola free refill station, no traveller need ever be thirsty when hurrying to catch a train.

Valora is now also presenting this new convenience-store concept to its customers in Germany. In opening its new avec store at Gelsenkirchen station, Valora has succeeded in further developing the Swiss concept. More avec openings are planned in Germany for 2017. The Ziegelbrücke store is the first in Switzerland to adopt the new, revitalised avec concept. True to the new avec promise of “enjoyment on the move”, the product range has been extended to include 300 delicious, up-to-the-minute take-away products. Other key attributes of the new-look avec are the packaging concept used for its private-label products, the redesigned communications identity and the hospitable atmosphere the store exudes. Fresh, innovative and ready to eat – whether commuters are visiting the avec store to buy a few essentials or for a lunch on the move, in Ziegelbrücke they can combine convenience with enjoyment.

Additional information is available on:

www.avec.ch

www.facebook.com/avecch

Images of the Valora Group are available on:

www.flickr.com/Valora

About avec

avec offers its customers a refreshing convenience-store concept, whose long opening hours and fresh produce appeal to people on the move 365 days a year. By staying in tune with current trends, avec always meets modern customer needs. That is what makes shopping at avec a relaxing experience.

If you have any questions or need additional information, please contact:

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