

Muttenz, 16 August 2018

## Media release

### Modern foodvenience also available at the new avec store in Zurich Oerlikon

**Handmade and fresh – that is what avec's new concept is based on. Valora is thus adopting the latest foodvenience trends. Following in the footsteps of the stations in Bern and Landquart, Valora is opening its third new-look avec at Zurich Oerlikon station on Thursday, 16 August 2018.**

Different kinds of fresh bread and baked goods are displayed on a large bread table, with the selection changing to match the time of day. In addition to a bigger selection of salads, hot dishes and fruit cups, 28 different fresh sandwiches are also available – of which 14 are completely new creations. A special feature is the 'Hummus LiebelEi' creation from the food blogger Nicole Giger ([www.magsfrisch.com](http://www.magsfrisch.com)), designed especially for avec.

#### 'Handmade with Love'

The new 'Handmade with Love' label identifies products that have been made fresh by hand – directly in the shop, as at Zurich Oerlikon station. The range of regional products that can be found in the new avec store is a novelty in the Swiss convenience segment which contributes to sustainability. The Zurich Oerlikon avec offers 19 regional products including milk, cheese and Zurich's own 'Lokales Wasser 37'. «With the new avec concept, we are meeting the growing demand from customers for fresh and healthy convenience food, offering new and varied taste experiences every day», explains Roger Vogt, CEO Retail Switzerland at Valora.



Convenience and food-to-go are trends that are closely linked to the growing mobility of the population. With its new logo, modern design, new range of products and attractive prices, the avec store at Zurich Oerlikon station will offer the latest in foodvenience across 82 square metres from 16 August 2018. Upon entering the store, visitors are greeted by a new and neat shop design. «Our objective is to ensure that customers can move easily and with pleasure through the store and can quickly get what they are looking for, in spite of the large product range», says Roger Vogt.

#### More stores to follow

As the leading foodvenience provider in the German-speaking regions, Valora will further expand the new concept over the coming months. This concept is very flexible, meaning that it can be applied to both very small and large convenience outlets. The plan is to have opened ten stores using the new concept by the end of 2018, five of them in new locations. The next opening is at the end of August in Zurich main station. So far, new-look avec stores in Bern and Landquart have already opened their doors with the new range of products.

More information on the new avec Convenience Store is available at [handmade.avec.ch](http://handmade.avec.ch).

This media release is available online at [www.valora.com/newsroom](http://www.valora.com/newsroom).

If you have any questions, please do not hesitate to contact:

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**About Valora**

Each and every day, around 15,000 employees in the Valora network work to put a smile on the faces of their customers with a comprehensive convenience and food offering – nearby, quick, convenient and fresh. The around 2,800 small-scale points of sale of Valora are located at highly frequented sites in Switzerland, Germany, Austria, Luxembourg, the Netherlands and France. The company includes, among others, k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo and the popular own brand ok.– as well as a continuously growing range of digital services. Valora is also one of the world's leading producers of pretzels and benefits from a well-integrated value chain in the area of baked goods. Valora generates annual external sales of over CHF 2.6 billion. The Group's registered office is in Muttensz, Switzerland. The registered shares of Valora Holding AG (VALN) are traded on SIX Swiss Exchange AG.

More information is available at [www.valora.com](http://www.valora.com).

**About avec**

avec is Valora's convenience concept in Switzerland and Germany. Some 140 small-scale sales outlets expand the selection at highly frequented locations such as train stations and petrol stations. In addition to a varied range of products prepared freshly every day, including sandwiches and baked goods, fruit cups, salads and coffee creations, the stores also carry non-perishable foodstuffs, household and kiosk goods, lottery tickets and various other services. avec's wide range of fresh products for immediate consumption is on offer from early until late, 365 days a year.