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Media release

BackWerk in Winterthur offers feel good moments – fast and healthy, always

The redesigned BackWerk in Winterthur will open on Wednesday, 5 September 2018, with an even fresher food offering. BackWerk is responding to the demand for faster and healthier catering for people on the move. The products are prepared on site. With the opening in Winterthur, Valora is taking the first step towards introducing the new BackWerk concept in Switzerland.

Since 2014, BackWerk has provided commuters, passers-by and residents with fresh bread and baked goods every day at Bahnhofplatz 4 in Winterthur. Following six weeks of renovation, the store now offers a new and extensive selection of fresh wraps, salads and pizzas. Freshly-pressed and mixed juices are offered in the new smoothie corner. Over 90 percent of the products are brand new or have been redesigned.

The open kitchen allows customers to see the products being freshly prepared. Most of the ingredients are from Switzerland, including all the meat and milk products and bread. The coffee is roasted in Switzerland and is fair trade certified. Two key elements of BackWerk remain intact: it is still self-service and the products are attractively priced.

Inviting atmosphere

«We are reacting to the growing demand for fast and healthy catering for people on the move who snack throughout the day», is how Michel Gruber, Managing Director of Food Service Switzerland at Valora, explains the new concept. «We're strengthening our position in the food service and take-away sector.» The new concept also involves redesigning the store and making it more inviting with a bright, natural ambience that encourages people to stay. «We want to offer our visitors feel good moments», says Michel Gruber.

Continual adjustment to customers' needs

Valora acquired the German-based food service company BackWerk and its over 350 stores at the end of 2017. The refurbishment of the Winterthur BackWerk is the first step towards introducing the new feel good moments concept in Switzerland. Other BackWerk outlets are being planned in other Swiss cities. The BackWerk concept is also being consistently developed and adapted to meet changing customer needs in other countries, including Germany, Austria and the Netherlands. The valuable exchange of experiences between the European BackWerk operations enables the ongoing development of the format in line with Valora's corporate strategy.

BackWerk is contributing to the Valora renewal of its food service formats through its feel good moments concept. The Caffè Spettacolo and Brezelkönig concepts have already been completely redesigned and rolled out in the past 18 months.

This media release is available online at 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 Muttenz, Switzerland. The registered shares of Valora Holding AG (VALN) are traded on SIX Swiss Exchange AG.

More information is available at www.valora.com.

About BackWerk

BackWerk invented the self-service bakery concept and has since grown into Germany's largest baker with its modern snack and catering products. It is also the leading franchise system in its sector. The company was founded in 2001 and now BackWerk has over 220 franchise partners and more than 350 outlets in Germany, Austria, Switzerland and the Netherlands. Over 3,000 people work for BackWerk. The quick service caterer achieved external sales of over EUR 210 million in 2017 and has expanded its number of locations by about 20 percent in the past five years. Many independent tests and studies confirm the high quality and extensive variety of the products: in 2015, the food service bakery was selected by customers as the best sales outlet in the bread and baked goods category for the third consecutive year. BackWerk's approach is to keep developing, focus on its customers' wishes and make innovative trend products available to all via competitive pricing. BackWerk has been part of the Swiss convenience and food service provider Valora since 2017.

More information is available at www.back-werk.de.