

Muttenz, 1 November 2018

Media release

New avec opens in Saanen-Gstaad: abundant freshness from Tamoil service station

Handmade and fresh – that is what avec's new concept is based on. Valora is thus adopting the latest foodvenience trends. The sixth new-look avec opens its doors on Thursday, 1 November 2018 at the Tamoil petrol station in Saanen-Gstaad. In addition to car accessories, ultra-fresh food products will be offered on 121.5 square metres.



Different kinds of fresh bread and baked goods are displayed on a large bread table, with the selection changing according to the time of day. A range of 26 different, ultra-fresh sandwiches are also available – of which 10 are completely new creations. The new 'Handmade with Love' label identifies products that have been made fresh by hand. The range of regional products offered under the 'Von hier. Regional für dich' label in the new avec store is a novelty in the Swiss convenience segment which contributes to sustainability. The Tamoil service station offers some 15 regional products, including milk, cheese and yoghurt.

«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. In addition to the most important foodstuffs, the 121.5-square-metre avec store at the Tamoil service station on Gstaadstrasse 75 in Saanen-Gstaad will continue to offer the essential car accessories.

The avec opening will be celebrated with an 'Open House' on Saturday, 3 November 2018. Visitors are invited to come for a snack and a wheel of fortune game from 9.30 a.m. to 4.00 p.m. A breakfast for guests and the media will be served at 10.00 a.m.

More stores to follow

As the leading foodvenience provider in the German-speaking regions, Valora will further expand the new avec concept. The plan is to have opened ten stores using the new concept by the end of 2018, five of them in new locations. New-look avec stores offering the new range of products have already opened their doors at the stations in Bern, Landquart and Zurich-Oerlikon as well as at the Zurich main station and the Tamoil service station in Wettingen.

More information on the new avec Convenience Store is available at handmade.avec.ch.

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 are committed to putting 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.

Further information is available at 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 service 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.