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## Media release

### **Fresh snacks from BackWerk and Ditsch now available at EG Deutschland petrol stations**

#### **Valora Food Service Deutschland and EG Deutschland initiate cooperation at petrol stations in Frankfurt and Cologne.**

Valora Food Service Deutschland and EG Deutschland, a subsidiary of the global EG Group, have started a pilot project in Cologne and Frankfurt whereby BackWerk and Ditsch shops upgrade petrol stations to one-stop shopping destinations. EG Deutschland is thus transferring its already successful strategy in Great Britain of uniting several strong food brands at one petrol station location to Germany for the first time. In October 2018, the British petrol station operator EG Group acquired the Esso petrol station network in Germany comprising about 1,000 sites throughout the country.

#### **Quality and price positioning provide petrol stations with new impetus**

EG Deutschland wants to use prominent food brands to attract more customers, both motorists and non-motorists, to its petrol stations. Valora and its consumer brands BackWerk and Ditsch are the ideal partner for this venture.

A 12-month pilot project will run from September at three locations in Cologne and Frankfurt: there will be a BackWerk shop at Hönninger Weg, Neustadt-Süd in Cologne and two points of sale (BackWerk and Ditsch) at Königsteiner Straße & Rheinlandstraße in Frankfurt.

Karl Brauckmann, Managing Director of Valora Food Service Germany, is enthusiastic about the partnership: "As an expert in modern foodvenience with its pretzel baker Ditsch and BackWerk brands, Valora is well placed to give new impetus to the petrol station market. Our quality, variety and price positioning enable us to offer more to customers who have previously avoided petrol stations due to their inadequate offering and high prices."

#### **Attractive food offering for petrol stations**

The brands are integrated within the petrol stations as a shop-in-shop system, similar to a food court concept. This makes the locations inviting to customers so they can spend time there and enjoy the extensive culinary selection available to them.

Customers can choose from the proven and popular BackWerk and Ditsch ranges, BackWerk specialises in sandwiches and rolls, pastries, hot top-selling snacks, such as hot dogs or crunchy chicken and fair trade coffee. Ditsch offers fresh, oven-warm pretzels, seed pretzels, savoury and vegetarian pizza and gratinated pretzel breadsticks.

Besides the extensive range of snacks offered by BackWerk and Ditsch, there are traditional baked products including fresh rolls, bread, butter croissants and pastries for local weekend shopping.

### **Petrol stations: welcoming places to stop for a snack**

EG Deutschland and Valora share a long-term vision. Katja Vollmer, the project manager at Valora, is convinced: "We want to use our attractive food range and expertise to convert the classical petrol station into a pleasant place where people like to stop for a while. We are firmly convinced that we will attract more people to petrol stations as a result."

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

### **For questions, please contact:**

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### **About Valora**

Each and every day, around 15,000 employees in the Valora network work to brighten up their customers' journey with a comprehensive convenience and food offering – nearby, quick, convenient and fresh. The more than 2,700 small-scale points of sale of Valora are located at highly frequented sites in Switzerland, Germany, Austria, Luxembourg and the Netherlands. 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 2.7 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](http://www.valora.com).

### **About EG Group**

EG Group was founded in 2001 by the brothers Zuber and Mohsin Issa. EG Group is one of the leading petrol station and retail operators and it has forged strong partnerships with prominent global brands including Esso, BP, Shell, Carrefour, Louis Delhaize, SPAR, Starbucks, Burger King, KFC, Greggs and Subway. EG Group currently employs over 40,000 employees at approximately 6,000 petrol stations in Europe, the US and Australia. The Group has developed sites known for first-class fuel and an extensive convenience, bakery and food selection. EG Group aims to display a modern shop offering that exceeds customers' expectations and enables them to purchase all kinds of items at one site. The EG Group prioritises regular investment in new and innovative offerings, regular staff training and provision of adequate infrastructure. Zuber and Mohsin Issa, founders and co-owners of Euro Garages, were named Entrepreneur of the Year in the UK in 2018.