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Media release

Valora launches Brezelkönig app and opens another avec 24/7 store

Valora is further expanding its range of digital convenience solutions. For example, Brezelkönig customers can now award themselves for their loyalty using the Brezelkönig app. And from Wednesday, 2 June 2021, customers can shop autonomously during the night in the avec store in Dällikon ZH. This is made possible by the avec app, which Valora is already using in the avec box and lately also for the avec mini vending machines.

Customers who register in the new [Brezelkönig app](#) to start collecting points receive a welcome gift and five crowns, and may call themselves pretzel knights. One crown is earned for every subsequent purchase. Customers who have collected ten crowns become pretzel princes or princesses, and 30 crowns earn the title of pretzel king or queen.

A free product is awarded for every ten crowns collected. The higher the status, the more valuable the gift: pretzel knights receive an original pretzel, pretzel princes and princesses a pretzel with topping, and pretzel kings and queens can choose their own product. From the status of pretzel prince and princess, customers always receive a free XL coffee upgrade. For every status, customers receive a free pretzel on their birthday.

The crowns can be collected in all Brezelkönig sales outlets. The vouchers are loaded onto the personal customer card in the app and can be redeemed at a later date. In addition to this loyalty reward programme, the app provides an overview of all products offered by this Valora food service format as well as a store finder. The Brezelkönig app can be downloaded free of charge from the App Store and Google Play.

Apps for more convenience

With the Brezelkönig app, Valora is further expanding its range of digital convenience solutions in Switzerland. Since 2015, the [Caffè Spettacolo app](#) has made it possible for coffee fans to pre-order, pay for and collect their coffee, in the meantime, this is also possible for other products too from a sales outlet of their choice. The first digital loyalty programme was launched in March 2017 with the [kiosk app](#).

Since April 2019, customers have been using the [avec app](#) to enter, shop and pay for their purchases in the cashier-free avec box. This form of autonomous shopping with self-checkout has also been available at the avec 24/7 store at Hardplatz in Zurich since the end of January 2021. While the convenience store is still staffed during the day from Monday to Saturday, autonomous operation is activated during the night and on Sundays. Valora will also implement this hybrid solution at the avec petrol station shop in Dällikon ZH, where customers will be able to shop autonomously during the night with the avec app from Wednesday, 2 June 2021.

avec mini: the vending machine for fresh products

The avec mini has also been available since mid-May 2021. The approximately two-cubic-metre vending machines for interior use can be installed in offices, complexes, hospitals and hotels and offer a wide range of beverages, fresh sandwiches, salads, snacks and non-food items. The first avec mini has been installed in a private office building in Zurich-Altstetten and will provide input about possible additional locations. Here too, the avec app serves as the personal key for autonomous shopping.

This media release is available online at www.valora.com/newsroom.

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

Media Relations

Martin Zehnder
Fon +41 61 467 24 53
media@valora.com

About Valora

Each and every day, around 15,000 employees in the Valora network work to brighten up their customers' journey with a comprehensive foodvenience offering – nearby, quick, convenient and fresh. The around 2,700 small-scale points of sale of Valora are located at highly frequented locations 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. In 2020, Valora generated annual external sales of CHF 2.2 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.