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Garant to be the responsive brand

Axfood is launching a new private label, Garant, for groceries and other retail food products. The Garant brand will be sold in all of the Group's chains. The vision behind the brand is to be the industry's most responsive brand – and that the products will give customers more value for their money.

The launch of the first products will be accompanied by the start of a new website: www.garantprod.se, which customers can visit to find out more about the products and even provide feedback about them. In pace with the growth of the products, customers' viewpoints will play an ever-greater role regarding the content of the product offering and the design of the products.

"We have put a great deal of work into the packaging, which is intended to be modern, functional and – most of all – appealing," says Johan Neuman, Business Area Manager and project leader for Garant at Axfood. "The design was created by the design agency Bas, and we are very satisfied."

Initially some 15 products will be launched, including pasta, chips, crackers and meatballs. The products will maintain a standard of quality that is equivalent to the market-leading branded products, but at a price that is 10%-15% less.

The Garant name is already featured in the "Garant ekologiska varor" brand of organic products, which was launched in autumn 2008.

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Axfood AB conducts food retail and wholesale business in Sweden. Retail business is conducted through the wholly owned store chains Willys, Hemköp and PrisXtra, comprising 226 stores in all. In addition, Axfood collaborates with a number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp and Willys chains as well as stores run under the Handlar'n and Tempo profiles. In all, Axfood collaborates with approximately 650 proprietor-run stores. Wholesaling is conducted through Dagab and Axfood Närlivs. Axfood is listed on Nasdaq OMX Stockholm AB's Large Cap list. Axel Johnson AB is the principal owner, with approximately 46% of the shares.