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Hemköp acquires Prix in Borlänge

Hemköp will be acquiring the Prix store at the Kupolen shopping center in Borlänge on September 1, 1999. The store will then be reprofiled according to Hemköp's business concept, which is based on the cornerstones of quality, the environment and health.

The store will have a distinct fresh-food profile and is expected to reopen at the end of September, with approximately 1,600 sq. m. of retail space.

Kupolen is the largest shopping center in Borlänge and the surrounding Dalarna region, with some 50 stores and an area of 24,500 sq. m. The center is visited by more than 4 million customers a year.

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Hemköp, which is quoted on the A-list of the Stockholm Stock Exchange, is one of Sweden's leading retail food chains, with some 100 stores nationwide. Hemköp's concept is based on the cornerstones of quality, the environment and health. Hemköp had earnings of SEK 162 m in 1998, on sales of slightly more than SEK 4.9 billion, excluding VAT.