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Only Swedish meat at Hemköp

Hemköp has been selling only Swedish meat since 1993. Thus no Danish beef is sold at any of Hemköp's stores.

In view of this, Hemköp does not need to take any safety precautions as a result of the newly discovered case of BSE ("mad-cow disease") in Denmark.

For further information, please call:

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Hemköp, which is quoted on the A-list of the OM Stockholm 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 163 m in 1999, on sales of slightly more than SEK 5.3 billion, excluding VAT.