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Willys now opening in Trelleborg

The discount food chain Willys continues its expansion. Willys is Sweden's largest discount food chain, with special focus on fresh products, such as fruits and vegetables. On Thursday, 16 November at 7 a.m., Willys will be opening a newly built store that is centrally located in the growing Prästaheden retail area in Trelleborg.

Willys' business concept is to offer Sweden's cheapest bag of groceries. Accordingly, the customer offering is based on everyday low prices and a broad product selection, including brand-name as well as private label products. Willys puts extra emphasis on offering a wide selection of fresh products, such as fruits and vegetables, meats and dairy products.

"Finally, price-conscious shoppers in Trelleborg will now be getting their own Willys store," says Regional Director Patrik Nilsson. "Naturally, expectations are high on Sweden's leading discount chain. But our given objective is to offer the people of Trelleborg 'Sweden's cheapest bag of groceries'."

Willys is today Sweden's largest discount food chain, with a wide selection of products. The stores have an offering of roughly 8,000 items (excluding non-food products), covering 95% of consumers' annual grocery purchases. Willys' composite grocery prices are the lowest in Sweden. The main reason for this is that the stores are run highly efficiently and with low overhead.

Opening hours for the new Willys store at Maskingatan 19 will be from 7 a.m. to 9 p.m., Monday–Friday, and from 8 a.m. to 7 p.m. on Saturdays and Sundays.

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Willys' business concept is to offer Sweden's cheapest bag of groceries. The operation comprises roughly 150 wholly owned stores, with estimated annual sales of approximately SEK 14 billion. Willys is thus Sweden's market-leading discount food chain. Willys is part of Axfood AB, which conducts retail trade through the wholly owned store chains Hemköp, Willys and Willys hemma, comprising roughly 230 stores, and wholesale trade through Dagab and Axfood Närlivs. In addition, Axfood collaborates with a number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp chain as well as stores run under the Handlar'n and Tempo profiles. In all, Axfood collaborates with over 500 proprietor-run stores. Axfood is listed on the Nordic Large Cap list of the OMX Nordic Exchange. Axel Johnson AB is the principal owner, with approximately 46% of the shares.