

Press release 24 May 2010

Axfood Snabbgross “flagship” opens in Malmö

Sweden’s leading cash and carry operator in the food industry, Axfood Snabbgross, will open in totally new premises in Malmö, at Strömgatan 3, on Thursday, 27 May at 06.00 CET.

The store in Malmö is built according to a modern wholesale concept recently developed by Axfood Snabbgross where the store layout and the experience of being in the store is not like a traditional food wholesaler but new and fresh. The new store will function as a “flagship” for Axfood Snabbgross.

“The store has that little bit extra of everything and will offer our customers even more added value such as an automated recycling room, an exchange ATM, an extra large, covered parking area, a test kitchen and a cafe. A totally new solution for the Swedish market is that customers can use a thermal solution with freezer packs so as not to break the frozen chain between store and home,” says Magnus Hemmingberg, head of the Axfood Snabbgross AB business area.

Axfood Snabbgross has generous opening hours and a good strategic location which can benefit cross-border trading.

“Denmark does not have any real equivalent to our cash and carry. At Axfood Snabbgross in Malmö our Danish neighbours will be able to take advantage of favourable Swedish prices and our broad product range. Naturally, customers can pay with Danish currency in the store,” Magnus concludes.

For further information, please contact:

Ingmar Kroon, Manager Media Relations Axfood, tel +46 702 89 89 83