



8 March 2007

P R E S S R E L E A S E

Hemköp opens new store in Örebro

At 11 a.m. today, 8 March, Hemköp will open its doors in Örebro following months of preparation. Gerd Engman, former mayor of Örebro, will be on hand for the grand opening of the newly built store at Tingslagsgatan 7. The store is a tribute to food appreciation and features staffed deli counters and a passion for food and health.

"It feels very exciting to finally open the doors to Örebro's best grocery store," says store manager Mikael Hellström, who has been planning the store for several months. "We offer our customers an inspiring store that puts the spotlight on our passion for food and health."

Hemköp's business concept is to create Sweden's best grocery stores for customers with a burning interest in food and health issues, which is also the goal of the Örebro store. Accordingly, the store features staffed delicatessen counters, a rich offering of fresh products, and Hemköp's central focus on health.

"Our store will offer a large selection of ecological products on a trial basis," says Hellström. "And like all other Hemköp stores, customers in Örebro will be able to pay in a sweets-free check-out lane*. This makes it easier for parents to shop with their children without having to be constantly nagged to buy sweets at the last moment."

Address: Tingslagsgatan 7

Store manager: Mikael Hellström

Business hours: 8 a.m.–10 p.m., 7 days a week

Area: 2665 kvm

* In every store, sweets have been replaced with crispbread snacks, nuts, fresh and dried fruit, and roasted seeds in at least one checkout lane.

For photos, visit: www.axfood.se/pressrum

For further information, please contact:

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Hemköp aspires to be the preferred food chain for food enthusiasts, where it is easiest to buy healthy, wholesome food. A broad product offering, an accent on fresh food and personal service are hallmarks of Hemköp. Hemköp's stores can be found at more than 160 locations across Sweden, with combined annual sales of approximately SEK 9 bn. Hemköp is part of Axfood AB. Our vision: We create passion for food in Sweden.