



## **A new franchise DIA in El Ejido (Almería)**

- / The chain, which at year-end 2013 had 613 stores in the Region of Andalusia, extends its presence in the region with this new establishment.
- / This new store allows the creation of four jobs.

Madrid, 30 October 2014. [DIA](#) today inaugurates a new franchise store in El Ejido, at Calle Loma de la Mezquita, number 13. With a sales area of 474 square metres, it will employ four people.

This new establishment will operate under the banner [DIA Market](#), a format which offers a greater variety of products, including perishable foodstuffs and sections such as bread and pastry ovens and cabinets displaying fresh packaged meat. This renewed concept of establishment is in response to the company's modernisation and innovation plan whereby it offers its customers a more convenient, local and attractive environment, while always maintaining the DIA premise: the best value for money.

The store will be open Monday to Saturday from 9 AM to 9:00 PM and on. As a result of this inauguration, it will make special offers to its customers, who may benefit from a 10% discount coupon until 10 November 2014, always together with the [DIA Club](#) loyalty Card. With this new store, DIA strengthens its presence in Andalusia, where at year-end 2013 it had 613 establishments. In addition, the company has 4,151 stores in Spain, of which 1500 operate under a [franchise](#) model.

DIA is making a significant effort to facilitate financial support for franchises by offering new systems which benefit future franchisees and which aim to encourage this activity.

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Distribuidora Internacional de Alimentación, DIA, es una compañía internacional del sector de la distribución de la alimentación, productos de hogar, belleza y salud. DIA cotiza en la Bolsa de Madrid y forma parte del Ibex 35, el índice de referencia del mercado bursátil español. En 2013, las ventas brutas bajo enseña alcanzaron los 11.476 millones de euros, en la actualidad cuenta con 7.328 establecimientos en los países en los que opera.

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