



DIA introduces its brands in El Árbol stores

/ It incorporates over 1100 new products from its private-label brands.

/ With over 2000 SKUs, the *Dia* brand accounts for 17% of total private-label brand sales in Spain.

Madrid, 11 November 2014. DIA has started to introduce its brands in the over 400 El Árbol stores which it recently purchased. As part of its integration process and with the aim of moving forward in its policy of offering the best value for money in the market, the company is incorporating 1100 new SKUs from its private-label brands into the product range offered by El Árbol stores.

The brand portfolio consists of the *Dia* brand and others, such as *Bonté*, for personal care and hygiene products, *BabySmile*, devoted to all things baby and toddler related and *AS*, the pet food brand. DIA will add a further 600 SKUs over 2015, which will lead to a total of 1700 private-label products being offered in the stores. The company will progressively remove the current private-label El Árbol brands under the names of *Super*, *My* and *La Plaza*.

DIA will maintain the current customer loyalty program, known as SuperClub El Árbol and will improve the advantages for customers with new promotions and offers.

The *Dia* brand currently accounts was 17% of private-label sales in Spain, compared with less than 1% for El Árbol brands. In 1984 DIA became the first Spanish retailer to launch a private-label brand.

DIA (Distribuidora Internacional de Alimentación) is an international food retailer that also distributes fast-moving and HPC goods. DIA is traded on the Madrid Stock Exchange and is part of the Ibex 35, the main reference index of the Spanish stock market. In 2013, gross sales under banner reached EUR11.476bn and the company had 7,328 stores in the countries in which it operates.

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