



## DIA inaugurates a new Clarel store in Calatayud (Zaragoza)

/ The chain, which at year-end 2013 had 227 stores in Aragón, converts a Schelcker store which it has region into the Clarel trade name, thus strengthening its presence.

/ This conversions allows the creation of two new jobs.

Madrid, 14 November 2014. [DIA](#) today inaugurates a new [Clarel](#) store in Calatayud (Zaragoza). The chain transforms a Schelcker store that it has in the region to the Clarel trade name, thus strengthening its presence.

The Clarel store is located at *Avenida Pascual Marquina- Urbanización Galápagos, Bloque 9-*, and it has a sales area of 165 square metres and will employ two further people.

The new store format will be focused on the sale of products for personal care with categories such as health and beauty, as well as articles for the home and cleaning. Bonté will be the exclusive reference brand of Clarel, together with others which already existed in the previous establishments, such as Baby Smile, Basic Cosmetics and AS.

Clarel results from the purchase of the Schelcker stores in Spain and Portugal, and the stores are currently being refurbished to the new trade name with a more modern and closer image.

The store will be open from Monday to Saturday from 9 AM to 14PM and from 17PM to 20PM. With this conversion, DIA consolidates its presence in Aragón where it had 227 establishments at year-end 2013, of which 117 are Schelcker stores which will be gradually integrated under the Clarel trade name. In addition, the company has 4151 stores in Spain, of which 1500 operate under a [franchise](#).

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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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