DIA⁌

DIA inaugurates a new Clarel store in Málaga

/ The chain, which at year-end 2013 had 613 stores in Andalucía, extends its presence in the region till 74 with this new establishment.
/ This opening allows the creation of 5 new jobs.

Madrid, 21 November 2014. DIA inaugurates a new Clarel store in Málaga and strengths its presence in the region where it has three others stores under the Clarel banner.

The Clarel store is located at *Avenida Europa* number 75 and it has a sales area of 205 square metres and will employ 5 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 Schlecker 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 20:30PM. With this conversion, DIA consolidates its presence in Andalucía where it had 613 establishments at year-end 2013, of which 74 are Schlecker 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.

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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