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A new franchise DIA
in Nuez de Ebro (Zaragoza)

/ The chain, which at year-end 2013 had 227 stores in Aragón, extends its presence in the region with this new establishment.

/ The store will operate under the Cada DIA banner, a "lifelong" store model is managed by an entrepreneur.

Madrid, 2 December 2014. DIA today inaugurates a new franchise store in Nuez de Ebro (Zaragoza), at Calle Mayor, number 17, with a sales area of 80 square metres.

This new establishment will operate under the banner Cada DIA, a commercial model aimed at small-sized towns or villages which offers small neighborhood traders, or small premises, the possibility of exclusively selling DIA products in their "lifelong" store without having to transform their establishment.

The store will be open Monday to Friday from 9 AM to 13:30 PM and from 17:00 PM to 20:00PM and on Saturday from 9 AM to 13:30PM. As a result of this inauguration, it will make special offers to its customers, who may benefit from a 10% discount coupon until 20 December 2014, always together with the DIA Club loyalty Card. With this new store, DIA strengthens its presence in Aragón, where at year-end 2013 it had 227 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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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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