



## Two new franchises DIA in Cataluña

- / The chain, which at year-end 2013 had 1,132 stores in Cataluña, extends its presence in the region with these two new establishments.
- / This new store allows the creation of three jobs in each store

Madrid, 5 December 2014. [DIA](#) today inaugurates two new franchises stores in Ponts (Lleida), and in San Salvador (Tarragona)

The store in Ponts is located at calle Pompeu Fabra, number 7, with a sales area of 258 square metres, it will employ three people. The establishment located in San Salvador at Avda. San Salvador, number 92-98, has a sales area of 202 square metres and it will employ three 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 stores will be open Monday to Thursday from 9 AM to 13:45 PM and from 17PM to 20PM, and on Friday to Saturday from 9AM; to 14PM. With this new store, DIA strengthens its presence in Cataluña, where at year-end 2013 it had 1,132 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.

---

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.

For further information:  
Silvia Sotomayor. Tel: +34 915 915 500  
[s.sotomayor@romanyasociados.es](mailto:s.sotomayor@romanyasociados.es)

MeDIAteca  
[Press Releases](#)  
[DIA Franchises](#)  
[Corporate Image](#)

