



DIA inaugurates a new Clarel store in Vinaroz, Castellón

- / The chain, which at year-end 2013 had 261 stores in the Comunidad Valenciana, of which 35 are located in Castellón.
- / This conversion allows the creation of two new jobs.

Madrid, 5 December 2014. [DIA](#) today inaugurates a new [Clarel](#) store in Vinaroz, (Castellón), with this opening the company strengthens its presence in the region where it has with three additional Clarel stores.

The Clarel store is located at *Plaza de San Agustín, number 25*, and it has a sales area of 140 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 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 9:30 AM to 14PM and from 17PM to 20PM. With this conversion, DIA consolidates its presence in the Comunidad Valenciana where it had 261 establishments at year-end 2013, of which 35 are located in the Castellón region. 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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