



## **The DIA Group launches a new format under the name of "La Plaza"**

/ The company adds a new supermarket format to its portfolio, with special attention to perishable produce, which includes meat and fish sections.

/ It opens its first store in Almería, for which it has trained 27 professionals in its training schools in Andalusia.

**Madrid, 28 April 2015.** The DIA Group launches a new format under the name of La Plaza. In line with its strategy of continued commitment towards developing local neighbourhood shopping, with special attention to fresh produce, the company inaugurates a new supermarket format which provides day-to-day solutions to customers with a wide range which exceeds 5,000 product lines.

Fish and meat will take on special importance in this store as these sections will be managed by specialised employees so as to guarantee better service. Fruits and vegetables will also play a key role in the store, which will complete its range with a separate section of personal and home care products.

With a design in which wood, grey and green tones prevail, suggesting warmth and closeness, the shopping experience in this new format evokes traditional markets, in which La Plaza becomes a melting pot for all types of flavours, textures and colours.

DIA will begin the development of this new trademark throughout Spain by taking advantage of the set of stores recently purchased from Eroski, most of which will be converted into La Plaza stores. The first store has been inaugurated today in Almería, for which 27 professionals were trained at the DIA schools in Andalusia.

With this launch, the company thus takes advantage of the synergies obtained with its recent acquisitions. On the one hand, the experience held by El Árbol in managing fresh produce, and on the other hand, the specialisation in personal, beauty and health care products of the Clarel trademark.

The DIA Group currently has over 7,300 stores in five countries between its proprietary stores and franchise stores, of which 4,700 are located in Spain. It has an average total of 40,000 employees, in addition to the more than 22,000 jobs generated by its 3,000 franchises (1,600 in Spain alone).



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Distribuidora Internacional de Alimentación, DIA, is an international company in the food, household products, beauty and healthcare distribution sector. DIA is listed on the Madrid Stock Exchange and forms part of the Ibex 35, the Spanish stock market's index of leading companies. In 2014, gross sales under banner reached €9.4 billion and the number of establishments stood at 7,306 in the countries in which it operates: Spain, Portugal, Brazil, Argentina and China.

▪ **EXTERNAL RELATIONS**

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