



DIA Group strengthens its commitment to the Delicious gourmet brand with new spaces and more products

/In 2016, turnover from its own brand that specializes in products of greater added value, which consists of 260 products, was in excess of €49 million

/ The company has launched a new advertising campaign that uses humor to put across the concept of exclusivity and quality at affordable prices

Madrid, April 25, 2016. DIA Group has strengthened its commitment to its food brand, Delicious, which specializes in gourmet products, by setting up new exclusive in-store spaces along with a greater range of new products. As part of the renewal of its historical format, DIA Market, and the development of other more recently implemented ones such as La Plaza de Dia, the company aims to give a higher profile to the different categories of Delicious which, at the end of 2016 made a turnover of over €49 million, 44% more than the previous year.

After more than three years on the market, Delicious currently includes 260 products (146 in 2015), which range from preserves to pasta, desserts, chocolate and dairy products, amongst others, that are present in DIA stores in Spain, Portugal, Brazil and China.

From March this year to 2018, DIA Group is renovating 2,000 stores, operating under its DIA Market brand in Spain, which includes new features such as an exclusive space for Delicious with differentiated signs and a wider selection of products. The company has also decided to apply this differentiation to its brands La Plaza de DIA and DIA Maxi, which also have exclusive spaces for this gourmet brand.

The Delicious development plan is accompanied by the launch of the company's first advertising campaign in Spain, run by the agency Leo Burnett, which focuses solely on the brand. The campaign uses humor based on everyday situations to bring home the idea of quality and affordable prices for any pocket.

Besides the Delicious brand, the company has a brand portfolio of more than 7,500 products that includes Marca DIA, which specializes in the traditional range of products, Bonté, which focuses on hygiene and personal care, Basic Cosmetics for the make-up and cosmetics segment, BabySmile, for baby products and AS for goods related to pet food.

Click here to see the new Delicious advertising campaign:

<https://www.youtube.com/watch?v=FI-gJhp9tgU>

Stock Exchange and is part of the Ibex 35 list, the Spanish stock exchange benchmark index. In 2016, gross sales amounted to €10,550 million, operating a total of 7,799 establishments in Spain, Portugal, Brazil, Argentina and China.

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