



A new franchise DIA in Lanzahíta (Ávila)

/ The chain, which at year-end 2013 had 288 stores in Castilla y León, 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, 4 November 2014. [DIA](#) today inaugurates a new franchise store in Lanzahíta (Ávila), at Calle Queipo de Llano, number 3, with a sales area of 90 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 Saturday from 9 AM to 14:00 PM and from 17:00 PM to 20:30PM. As a result of this inauguration, it will make special offers to its customers, who may benefit from a 10% discount coupon until 10 November 2014, always together with the [DIA Club](#) loyalty Card. With this new store, DIA strengthens its presence in Castilla y León, where at year-end 2013 it had 288 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

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

