



Clarel implements the telephone purchase service



Consumers can make purchases over the phone and pick up the order in store.

It establishes the home order service in about 200 stores thanks to an agreement with Glovo.

Madrid, April 22nd: Clarel wants to continue caring for her consumers by helping them stay home. For this, it offers a free telephone purchase service in Spain (peninsula and Balearic Islands). Customers can call their usual store, ask for their order, and the employees take care of preparing it for collection in the store on the same day.

"We are adapting ourselves, looking for all the options that are in our hands to serve the needs of our customers, minimizing their contact with the physical store. At Clarel we continue to offer, both from our physical stores and now through the new telephone service and the collaboration agreement with Glovo, a wide range of beauty, hygiene, personal care and home products. Now more than ever it is necessary to be close to the client", explains Paul Berg, CEO of Clarel.

The price of the items requested by phone is the same as in the store, keeping the offers and promotions. Consumers who are interested in the service can contact the telephone number 91.398.54.00, at extension 33828, from 9:00 a.m. to 6:00 p.m., and consult the store's assortment at <https://www.clarel.es/>

Agreement between Clarel y Glovo

In addition, Clarel has reached a collaboration agreement with Glovo to distribute orders at home from a network of 207 stores spread throughout the Spanish geography. Thus, Clarel and Glovo have joined forces to bring a wide range of basic food products, infant food, pet products, hygiene products, personal care, pharmacy and drugstore to homes, quickly.

With this alliance, Clarel will reach the homes of 21 towns, which represent more than 10 million people. Consumers can access the service through the Glovo App itself.

Both companies use gloves and masks for order preparation and shipping. To avoid physical contact, the delivery person leaves the purchase at the consumer's door at a safe distance of two meters and is responsible for signing the order on your behalf.

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Locations where the service is available:

Barcelona
Zaragoza
Madrid
Tarragona
Reus
Sevilla
Terrassa
Logroño
Palma
Girona
Valencia

Palma de Mallorca
Málaga
Albacete
Córdoba
Barakaldo
Sant Cugat Del Vallès
Santander
Almería
Getafe
Móstoles

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DIA Group

DIA Group is a leading proximity food retailer network with 6,626 own and franchise stores in Spain, Portugal, Brazil and Argentina. DIA sources from local suppliers and serves everyday grocery needs of 20 million loyal customers thanks to its 39,372 employees around the world.

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