



DIA gathers over 1,000 suppliers to introduce its business policy



The company is committed to an offering based on the balance between manufacturers' brand and own brand products.

The new selection has enabled the optimisation of processes and the creation of an offering that meets customers' needs.

Madrid, 7 July 2020. This morning, over 1,000 suppliers, from both manufacturers' brands and own brands, attended an online meeting with the management team of DIA Group. Under the slogan "Change with you", the main strategies the company is working on for the DIA of today and of the future were presented. This meeting corresponds to the wish of the company to build strong and lasting relationships that will benefit everyone.



During the meeting, Stephan DuCharme, Executive President of DIA Group; Enrique Weicker, Financial Director of DIA Group; Ricardo Álvarez, CEO of DIA Spain; and Marek Bona, Commercial Director of DIA Spain, discussed the current situation the company is going through with the suppliers, and shared information on their plans that are being implemented during the company's second transformation phase.

"As suppliers, you are the key to achieving change, helping us offer our customers a modern and up-to-date selection of products; one that is constantly being adapted in order to meet consumer needs. We are and will be strong supporters of your brands on our shelves. I am convinced that they bring a lot of value to our customers", stated Ricardo Álvarez, CEO of DIA Spain.

DIA is working on a long-term project, through which it aims to be the biggest local distributor. It aims to offer a value proposition that combines the physical shops with the online shop, with attractive establishments and an efficiency in its operations processes that ensures the whole chain is functioning well.

Marek Bona, Commercial Director of DIA Spain, revealed the main courses of action, such as the renewed promotion of Club DIA, which is currently the biggest customer loyalty programme in the food distribution sector in Spain. Additionally, Bona highlighted how hard the commercial team has been working to be able to have the best own brand products on the market by using more attractive and modern packaging.

"DIA's new commercial offering is based on product innovation, an optimised selection, local products, manufacturers' brand and own brand products, and a more competitive promotional policy. We will work together to create exclusive promotions that benefit absolutely everyone – the suppliers, customers, and DIA", stated Marek Bona, Commercial Director of DIA Spain.

[Download pictures from the event here](#)

#Let'sThinkAboutEveryone

DIA Group

DIA (Distribuidora Internacional de Alimentación [International Food Distributor]) is a leading local supermarket chain, with 6,626 stores and franchises in Spain, Portugal, Brazil and Argentina. DIA is primarily supplied by local suppliers and meets the day-to-day food needs of more than 20 million loyal customers, thanks to the commitment of its 39,000 employees across the globe.

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