



DIA Group opens a new store in Ceuta's port area



The new store is the result of almost 900,000 Euros investment by the company and a refurbishment involving many local businesses.

18 new members of staff have joined the DIA team in the city.

Ceuta, 8 September 2020. DIA Group has opened its new supermarket in the port area of Ceuta, at 29 Av. Canner Dato. It is the second supermarket to be opened by the company in the autonomous Spanish city.

Almost 900,000 Euros have been invested in its construction, which began a year ago. During this time, numerous local businesses played a part in the construction process for the supermarket, with a dozen workers on site every day.

The opening of this store has created new 18 jobs, adding to the almost 20 existing positions at DIA's other supermarket in the city, in the El Coso de Ceuta shopping centre.

"As a result of our firm belief in Ceuta's potential, at DIA we decided to open a second store with a completely revamped image. This opening has created new local jobs and provides residents of Ceuta with more choice, including a home delivery service through our supermarket", commented DIA Spain's regional centre manager for Málaga and Jaén, Alejandra Frago.



The supermarket is built over an area of more than 1,000 square metres, with more than half dedicated to the sales floor. It also offers customer parking for up to 21 vehicles.

#Let'sThinkAboutEveryone

DIA Group

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

PRESS

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