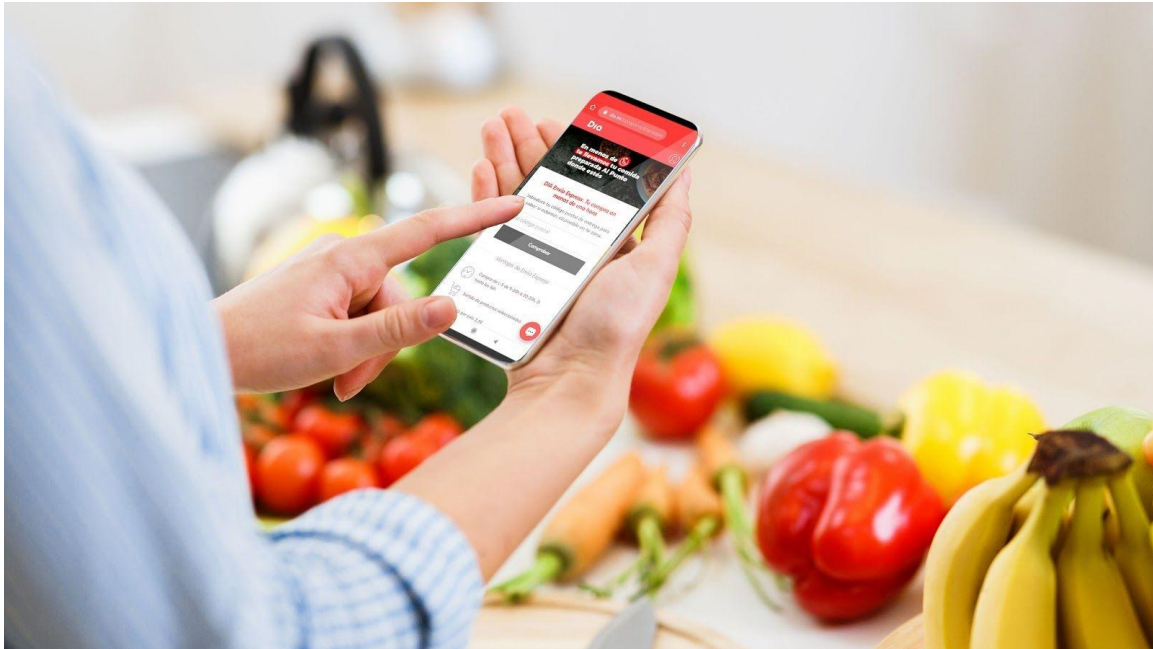




DIA launches its 'Express Service' for home deliveries in 1 hour



It becomes the only supermarket chain that currently provides this service.

Sixty per cent of Spaniards can now benefit from DIA's ultra-fast delivery network.

As an additional service, the company will deliver freshly made food to customers over the weekends.

The company is teaming up with Glovo and Grupo Mox to guarantee the distribution of goods from stores to homes.

Madrid, 28 October 2020. DIA launches its "[Express Delivery](#)" service to offer its customers the opportunity to shop online and receive home-delivery orders in 1 hour, thus meeting their immediate food supply requirements. In this first phase, more than 60% of the Spanish population and 90% of homes in cities with more than 50,000 people have access to an express delivery service, available in 107 areas and with orders met by a network of 400 stores.

"With the incorporation of the 'Express Delivery Service' to our ecommerce network, we are taking another step forward in DIA's transformation process. We are enhancing our value proposal for an online shopping service and meeting our goal of serving our customers even better every day with



*our strong commitment to their everyday requirements”, said **Diego Sebastián de Erice, director of DIA España Online.***

“DIA is all about proximity. As well as physical proximity, this concept implies being there for our customers and understanding their needs. We have found that consumers are demanding faster delivery service for shopping, they want to resolve their food requirements at short notice and without the need to plan ahead; and that is where the idea for this project comes from”, he explained.

Currently, DIA's 'Express Service' supplies customers with a range of **more than 1,000 carefully selected products**, which include new pre-prepared meals from its [Al Punto](#) range such as lemon-flavoured roasted chicken thighs with potatoes, ham croquettes, fresh gazpacho and Spanish omelette. In this way, customers can sort out lunch or a sudden improvised evening meal at the click of a button. The range also includes alternatives for breakfast, appetisers and snacks, plus cleaning and personal hygiene products and essentials for feeding and caring for babies.

Furthermore, and as an additional service, **from Friday to Sunday, customers will be able to choose from a range of 13 homemade recipes freshly cooked on the same day.** The weekend menu includes traditional dishes from the Mediterranean diet such as seasoned roast chicken, Spanish omelette, mixed paella, Russian salad, ham and chicken croquettes, meatballs with ratatouille, macaroni Bolognese and peas with bacon.

Customers who would like their shopping delivered in 1 hour just need to access the [dia.es](#) website, click on the “Express Delivery” tab and enter their postcode to check whether the service is available. Delivery times are Monday to Saturday from 09:30 to 20:30, and Sundays from 10:30 to 16:00. Express delivery costs €4.90 regardless of the size of the purchase or journey distance to the address. This cost is reduced to €3.50 for orders over €30.

In order to guarantee the ultra-fast delivery of goods from stores to homes, DIA has placed their trust in two last mile companies: Grupo MOX, who will manage distribution in Barcelona and Valencia, and Glovo, who will manage distribution in the rest of the country.

#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.

DIA ESPAÑA PRESS

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