

DAGROFA STRENGTHENS ITS PRESENCE IN THE CAPITAL OF DENMARK WITH NEW SPAR STORE

The grocery chain Dagrofa has opened a new and modern Spar store in a former Irma in Frederiksberg at Sylows Alle in Copenhagen. The new store focuses on convenience experiences and once again marks Spar's entry into the Capital at exceptional locations.

After several months of preparation, Dagrofa could open the doors to a new, inspiring Spar store in central Frederiksberg. The store is located right next to Frederiksberg Gymnasium, with both CBS and Metro Frederiksberg within 100 meters and a further short distance to Frederiksberg Center.

The new store has a special focus on high quality and good experiences, combined with inviting store solutions as well as a wide and exciting range within, among other things, convenience to-go, fruit and vegs, meat and wine.

In front of the Dagrofa-owned Spar store is Daniel Holtegaard, who previously comes from Salling Group as a team leader in Føtex and store manager in Netto.

LOCAL ADAPTATIONS AND FOCUS ON CUSTOMERS

As part of the Spar concept, customers can expect a well-stocked quality supermarket, which focuses on

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– Daniel Holtegaard
Grocer at SPAR Frederiksberg





the local and the individual customer, when visiting Daniel Holtegaard's store in Frederiksberg.

The local anchoring is especially expressed through the product range, which is specially adapted to the customers in the local area with lots of special products.

Like many other of Daniel Holtegaard's grocery colleagues in the Dagrofa chain, electronic shelf labels have also been installed at Spar Frederiksberg, which frees up time for other tasks in the store - and a larger presence with customers.

- It gives us a great freedom when we do not have to worry about changing prices and product information around the store. We can simply enter everything into the system, and then it is automatically updated at the shelves. In this way, we can concentrate on our customers and other tasks in the store, the grocer says.

ABOUT SPAR

SPAR is one of the Dagrofa Group's local store chains and today consists of 133 stores throughout Denmark. The SPAR store core is primarily owned and operated by independent merchants. In addition, Dagrofa also owns some SPAR stores. The SPAR grocery store cares for the local and is the gathering place in the local community. Internationally, SPAR is represented in 50 countries and includes more than 12,000 stores.