

SPAR TEGLHOLMEN



SPAR HAS OPENED A NEW INTERNATIONAL FLAGSHIP STORE IN COPENHAGEN

On August 22nd, the grocery chain Spar opened its doors to a brand new store with international concepts in the South Copenhagen area, Sydhavn. The new store offers a modern shopping experience where it should be easy, convenient and enjoyable to shop – with digital prices on electronic shelf labels as one of the initiatives.

Spar is the world's largest chain of merchants with more than 13,000 stores in 48 countries. In close cooperation with Spar International, the Dagrofa Group is behind the opening of the brand new flagship store in Teglgolmen – a newer district in Copenhagen. It is a well-known merchant from Jutland, Ronnie Borregaard, with Copenhagen experience and strong results behind him, who is leading the new Spar store. He has also been preparing and developing the concepts in the store since June 1st.

As the first Spar in Denmark, the new store launched the international concept, Spar Natural, which brings together organic, vegan, vegetarian and gluten-free products in one place. The 698 m² new store also offers customers a wide convenience assortment with

sandwiches, salads and light dishes as well as juice presser, nuts and a large selection of fruits and vegetables. In addition to this, the prices are always updated as they are displayed digitally on electronic shelf labels.

- Together with Spar, I have worked on creating a new shopping experience in Copenhagen, where the competition is tough, and you must be able to offer something special. We're providing the district a strong local grocery store, where you can experience new specialty products from smaller suppliers. At the same time, we ensure correct prices on the shelves by using electronic shelf labels, so we avoid unnecessary time on price errors and then we can be there for our customers instead, says Ronnie Borregaard, merchant at Spar Teglgolmen.



SPAR is one of the Dagrofa Group's local retail chains and today consists of 138 stores throughout Denmark. The SPAR stores are primarily owned and operated by independent merchants. In addition, Dagrofa also owns some SPAR stores. The SPAR merchant cherishes the local and is the meeting point in the local community. Internationally, SPAR is represented in 50 countries and comprises more than 12,000 stores.