

Muttenz, January 12, 2026

## **Valora strengthens Foodvenience strategy and merges the Convenience Retail and Food Service B2C divisions**

**The Valora Group is further sharpening its focus on its successful Foodvenience strategy and, to this end, is combining the Retail and Food Service B2C divisions. This step will allow the core competencies of both areas to be leveraged more efficiently and enable Valora to respond even more effectively to changing consumer behavior. In doing so, Valora is laying the foundation for future unique formats and offerings. Effective June 1, 2026, following the completion of the transition phase, Roger Vogt, previously CEO Retail, will assume responsibility for the new unit.**

By bringing together the Convenience Retail and Food Service B2C divisions, Valora is strengthening its position in the field of *Foodvenience* – the combination of convenience retail and fresh food to-go. “We are convinced that by deliberately combining our expertise in retail and food service, we can create clear competitive advantages,” says Michael Mueller, CEO of the Valora Group. “This lays the foundation for serving our customers even better, accessing the market more successfully, and continuing to grow in our target markets.”

Following the completion of the five-month transition phase, Roger Vogt will be responsible for the new unit. In the Swiss market, the Retail and Food Service B2C divisions will already be under his joint leadership with immediate effect. The experienced retail and Foodvenience expert joined Valora in 2018 as CEO Retail Switzerland and, since 2019, has played a key role in the successful development of the Convenience Retail business and the Foodvenience strategy as CEO Retail and a member of the Valora Group Leadership Team.

Roger Vogt also sees great potential in the closer integration of the two divisions: “Our teams in both areas have unique know-how. By bringing them together, we are strengthening our distinctive market positioning and will be able to continue offering our customers the most attractive and innovative propositions in the future. The *European Retailer of the Year 2025* award for our new avec store with the integrated *The Kitchen* concept confirms that we are on the right path.”

### **About Roger Vogt**

Roger Vogt (48) has been CEO Retail and a member of the Valora Group Leadership Team since 2019, having joined the company in 2018 as CEO Retail Switzerland. He has 30 years of experience in retail. His career began in 1996 at the Swiss retail company Coop, where he started as a butcher and, after holding various management positions in Coop stores, went on in 2014 to lead the largest sales region in Switzerland.

During his time at Valora, Roger Vogt has successfully repositioned Valora’s convenience brand avec and more than doubled its network size in Switzerland over the past five years. In the coming years, the avec network is also set to expand significantly in Germany. By consistently combining traditional convenience retail with modern food to-go concepts, Roger Vogt is playing a key role in driving the further development of Valora’s Retail portfolio and Foodvenience strategy.

Roger Vogt holds an Executive MBA from the Zurich University of Applied Sciences in Business Administration (HWZ).

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### **About Valora**

Every day, around 15,000 employees in the Valora network strive to brighten up their customers' journeys with a comprehensive foodvenience offering - nearby, quick, convenient and fresh.

Approximately 2,800 small-scale Valora Group sales outlets are in highly frequented locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands.

The Valora Group includes k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo, Frittenwerk, the popular own brand ok.- and the financing provider bob Finance, as well as a steadily growing range of digital services. Valora also operates one of the world's leading pretzel production facilities with the Ditsch pretzel bakery founded in 1919. The Valora Group, headquartered in Muttenz, Switzerland, is the European retail unit of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA).

More information is available at [www.valora.com](http://www.valora.com).

### **About FEMSA**

FEMSA is a company that creates economic and social value through companies and institutions and strives to be the best employer and neighbor to the communities in which it operates. In the retail sector, FEMSA operates through its Proximity Americas division, which includes OXXO, a chain of small convenience stores, and other related retail formats, and through its Proximity Europe division, represented by the Valora Group. In the retail industry it also participates through a Health Division, which includes drugstores and related activities and Spin, which includes Spin by OXXO and Spin Premia, among other digital financial services initiatives. In the beverage industry, it participates through Coca-Cola FEMSA, the largest franchise bottler of Coca-Cola products in the world by volume.

Across its business units, FEMSA has more than 390,000 employees in 18 countries. FEMSA is a member of the Dow Jones Best-in-Class World Index & Dow Jones Best-in-Class MILA Pacific Alliance Index, both from S&P Global; FTSE4Good Emerging Index; MSCI EM Latin America ESG Leaders Index; S&P/BMV Total México ESG, among other indexes.

More information is available at [www.femsa.com](http://www.femsa.com).