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avec store opens in Hamburg: Valora sets new standards for convenience retail in Germany

Europe's award-winning convenience concept comes to Hamburg: In the vibrant district of St. Georg, Valora opens the first avec store in northern Germany. It represents the consistent implementation of Valora's "Foodvenience" strategy and simultaneously serves as a flagship store for the expansion of avec in Germany.

The new avec store is open seven days a week and offers a wide-ranging assortment specifically tailored to mobile consumers. The focus is on a comprehensive range of fresh food to-go. Warm and cold snacks such as meatloaf, meatballs, schnitzel, or hot paninis, as well as salads, muesli, fruit salads, and sandwiches, are freshly prepared on-site multiple times a day. The assortment is complemented by local specialties such as "Franzbrötchen".

"The new avec store in St. Georg marks an important step for our expansion in Germany," says Philipp Angehrn, Managing Director Retail Germany of the Valora Group. "The fact that the store is just a stone's throw from our office premises allows us to test new ideas directly on-site and tailor the concept precisely for the German market."

Earlier this year, the Valora Group secured the contract to redesign around 90 Deutsche Bahn ServiceStore DB outlets as avec stores. The new store in Hamburg serves as a flagship store for the nationwide expansion of avec in Germany.

Valora as Europe's leading foodvenience provider

The avec store in St. Georg exemplifies a new standard in convenience retail, which consistently focuses on "Foodvenience." The concept responds to the growing demand for fresh food on the go and the need for an efficient, uncomplicated shopping experience. Changing consumption habits and an increasingly mobile lifestyle are driving this development. "Germany offers great potential in the field of Foodvenience – whether in city centers, at transport hubs, petrol stations, or in shopping centers," says Philipp Angehrn. "With our avec stores, we are bringing exactly the right concept to these high-traffic locations in the market."

For the Swiss flagship store in Zurich, the Valora Group was named "European Convenience Retailer of the Year" this year. Valora is the first retailer from the German-speaking region to receive this prestigious award.

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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 has its registered office in Muttens in Switzerland and is the European retail unit of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA).

Valora is active in Germany with the business units Valora Retail Germany, Valora Food Service Germany and Ditsch Production/B2B. Valora Retail Germany operates around 850 sales outlets nationwide in the avec, cigo, kiosk, Press & Books, ServiceStore DB and U-Store formats. Valora Food Service Germany includes the BackWerk (including Back-Factory) and Ditsch formats, with approximately 500 sales outlets. With 44 sales outlets in Germany, Frittenwerk is also part of Valora. Valora is a leading global pretzel producer with the Ditsch pretzel bakery founded in 1919. The Ditsch production plants are in Mainz and Oranienbaum in Germany and in Cincinnati in the US.

More information is available at 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. It participates in the retail industry through a Proximity Americas Division operating OXXO, a small-format store chain, and other related retail formats, and Proximity Europe which includes Valora, the European retail unit which operates convenience and foodvenience formats. 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 392,000 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.