

Muttenz, April 10, 2025

## **Innovative avec store at Grauholz service station sets new standard for on-the-go shopping**

**Valora is driving forward the development of convenience retailing with the opening of a state-of-the-art avec store at the Grauholz service station near Berne. With 24/7 opening hours, a walk-in beverage cooler, and an expanded range of fresh food-to-go products, the store sets a new standard for on-the-go shopping. With the integration of a Brezelkönig "clip-in", Valora combines its expertise in food service and retail and specifically addresses the growing needs of on-the-go consumers.**

The way people travel and consume has changed significantly in recent years. Particularly at service stations, shopping is becoming increasingly important. More and more customers are using gas station shops without even refueling. These shops are often conveniently located and feature customer-friendly opening hours. Convenience and saving time have become key factors. Valora is responding to these changing customer needs by opening a new avec store at the Grauholz service station on the A1 motorway near Bern.

The new avec store is open 24/7 and offers a wide range of products specifically tailored to the needs of on-the-go consumers. A highlight is the innovative integration of a walk-in beverage cooler offering a wide range of cold beverages, including local beers. In addition, a Brezelkönig "clip-in" expands the fresh food offering. Pretzels, sandwiches, and hot dogs are freshly prepared in a dedicated area within the avec store, providing travelers with an even greater variety of fresh snacks.

### **Valora as leading Swiss "foodvenience" provider**

"With the opening of this innovative avec store at the well-known Grauholz service station, we are combining our expertise in retail and food service to offer travelers a modern shopping experience that perfectly combines freshness, variety, and efficiency," says Roger Vogt, CEO Retail at Valora Group. "This provides travelers with the highest level of convenience."

"Last year, Valora also opened an avec store with an integrated Brezelkönig "clip-in" at the Deitingen service station. Valora is also continuing to roll out its "The Kitchen" by avec concept, which integrates an open kitchen for hot food to go into selected avec Stores. With innovations such as these, Valora is combining fresh food and convenience and strengthening its position as a leading provider of "foodvenience".

### **Media contact**

[media@valora.com](mailto:media@valora.com)

Corporate Communications Valora Group

**About Valora**

Each and every day, around 15,000 employees in the Valora network strive to brighten up their customers' journey with a comprehensive foodvenience offering - nearby, quick, convenient and fresh. The approximately 2,800 small-scale Valora Group sales outlets are located in highly frequented locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands.

The Valora Group includes, among others, k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo, Frittenwerk and the popular own brand ok.– as well as a steadily growing range of digital services. Valora is also one of the world's leading producers of pretzels and benefits from a well-integrated value chain in the area of baked goods. The Valora Group has its registered office in Muttenz in Switzerland and 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)