

## SPAR OPENS DOORS TO FIRST STORES IN OMAN

### Multi-format openings mark continued brand expansion in Middle East

**Amsterdam and Muscat, DATE 17/02/2015:** SPAR International, in partnership with local business conglomerate Khimji Ramdas, has officially opened its first stores in Oman. The openings are part of SPAR International's strategy of strengthening its presence in the Middle East through its co-operative venture with the Abu Dhabi Co-operative Society (ADCOOPS).

The stores, located in the Omani capital Muscat, incorporate SPAR's multi-format offering and include a 700sqm SPAR supermarket as well as a 250sqm SPAR Express store. The stores specialise in providing high quality fresh food combined with product range, service and value.

SPAR International is the world's largest food voluntary retail chain with over 12,000 stores worldwide and global retail sales of €32.2 billion in 2013. The new store openings in Oman are the first of nine planned openings across the Sultanate by the end of 2016.

Speaking about the expansion David Moore, SPAR International Business Development Director said "Our continued partnership with the Khimji Ramdas Group in Oman is consistent with SPAR International's strategic focus on partnering with leading local and regional chains in growth markets in the Middle East. Together we unite the best of SPAR's global retail expertise and the Khimji Ramdas Group's extensive and longstanding understanding of the Omani customer.

"The Khimji Ramdas Group has a proven record of success and a strong entrepreneurial culture. We look forward to working in close partnership with the company to accelerate the growth of their food retail business through our unique multi-format strategy and our ongoing focus on freshness, choice, value and service."

CEO of SPAR Oman, M Sridhar said "The Khimji Ramdas Group believes that SPAR's global expertise in food retailing and best practice in category management, store design and customer service will ensure that we deliver a unique, state of the art retail experience in Oman."

Speaking following the store openings Ibrahim Al Bahar, Chairman of SPAR Middle East and CEO of ADCOOPS, said “The Omani store openings mark another significant milestone in the development of the SPAR brand in the Middle East. The unique partnership approach combining local and international knowledge, expertise and experience has resulted in SPAR creating a strong foothold in the food retail market in a short space of time with customers reacting extremely positively to the brand and retail offering.”

SPAR International and the Khimji Ramdas Group share similar core values including the importance of fresh produce, excellent customer service and providing quality, local products. SPAR International's proposition provides a world class shopping experience for Omani customers while at the same time delivering unparalleled value.

The Khimji Ramdas Group is one of the largest business conglomerates in Oman. Its retail portfolio includes 60 supermarkets ranging from 300sqm to 3,000sqm and it is a trusted partner for over 400 global brands. It has an annual turnover of more than \$1 billion and employs more than 5,000 employees across Oman, the UAE and India.

### **About SPAR International**

SPAR International is the world's largest food store retailer with over 12,200 stores worldwide and global retail sales of €32.2 billion in 2013. The SPAR concept is based on the SPAR brand values of freshness, choice, value and service. The fresh department is at the core of the SPAR concept with the stores offering a wide range and selection of quality fresh products. SPAR also provides an extensive choice of FMCG products and core non-food ranges. Value is underpinned through the wide range of low priced, quality SPAR private label products. SPAR prides itself on its personal friendly customer service.

### **The Khimji Ramdas Group**

The Khimji Ramdas Group has been operational since 1870. It is the leading business conglomerate in Oman with interests in trading, distribution, retailing, training, restaurants and manufacturing. With an annual turnover of more than \$1 billion, it offers the world's leading brands in products and services through a world class distribution and supply chain.

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