

## **SPAR INTERNATIONAL LAUNCHES STORES IN LEBANON**

### **Bringing a new shopping concept to the region**

***Amsterdam and Beirut – March 9<sup>th</sup> 2015:*** Leading global retailer SPAR International partner in Lebanon, Retail Works SAL - part of Business Management Integrated (BMI) Holding Inc - have launched their first two stores in Beirut, in line with their robust expansion plans into the Lebanese market in 2015. Plans are also on track to open two more stores later this year.

The launch event took place at the state-of-the-art 2,400 square metre Nabatiyeh store on Saturday the 7<sup>th</sup> of March and included a ribbon cutting under the patronage of His Excellency Speaker of the Lebanese Parliament. The ceremony was well attended by SPAR management, key members of the civic and business community, officials and the press.

Speaking about the expansion of SPAR into the Lebanese market, Dr Gordon Campbell CEO of SPAR International said "These store launches mark another significant milestone in the development of the SPAR brand in the Middle East. We are confident that these quality stores in these excellent locations will provide Lebanese consumers with an exciting new customer experience which we are committed to emulating in our stores across the region."

The first two SPAR stores in Lebanon, based in Nabatiyeh and the Sodeco areas of Beirut, represent SPAR International's global best practice in providing a new shopping experience for Lebanese customers incorporating freshness, value, choice and service. The Nabatiyeh supermarket will be a key source of a wide range of grocery items for the entire south region.

Speaking at the event, Mr Habib Wehbi, Chairman and CEO of Retail Works SAL remarked "The launch of our second location within the first quarter is a proud moment for us. In terms of Nabatiyeh, not only do we aim to be a source for all household and community needs, but to also have a positive impact on the economy with job creation and added footfall."

Over the last 18 months, extensive work has been carried out by Retail Works SAL in partnership with SPAR Middle East and SPAR International to develop and tailor the optimum SPAR brand solution for the market.

Speaking at the Nabatiyeh launch Mr David Moore, Retail Development Manager of SPAR International said "These stores are a great example of the strong support which SPAR International can provide in retail layout, instore communications, merchandising training and cross-merchandising guidance which makes a significant contribution to our partners in Lebanon and all over the world."

Mr.Ibrahim Al Bahar, Chairman, SPAR Middle East said that, "unveiling SPAR stores with our partners 'Retail Works' in Lebanon is of important strategic relevance to SPAR's growth plans in the Region. Lebanon will be our first country outside the Gulf region in the Middle East and this is a loud testimony of the SPAR model and it's capability of being exported successfully across borders."

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### **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.