

Muttenz, April 2, 2025

## **Successful Swiss convenience concept to be expanded: Valora opens more than 80 “avec” stores at German railway stations**

**The Valora Group has secured the contract to operate 95 of the approximately 200 ServiceStore DB sales outlets of Deutsche Bahn. Over 80 of these highly frequented sales outlets at German railway stations will be reopened under the avec brand within the next twelve months. Valora is relying on a proven convenience concept that has established itself in Switzerland with around 350 outlets. With the expansion of avec in Germany, Valora will be able to contribute its extensive expertise in the growing food-to-go segment to one of the largest European markets.**

With brands such as Ditsch and BackWerk, the Valora Group has established itself as the leading provider of food service formats in the German market. Valora is now also strengthening its presence in Germany in the convenience retail segment. Valora can draw on many years of experience with avec at Swiss railway stations and service stations. Valora had also successfully operated the more than 80 sales outlets under the ServiceStore DB brand, a concept developed by Deutsche Bahn.

“With a redesigned store concept, avec offers travellers a modern shopping experience that aligns perfectly with the needs of people on the move,” explains Philipp Angehrn, Managing Director Retail Germany at the Valora Group. “In Germany, too, we will be adapting the avec range specifically to current customer requirements, placing particular emphasis on freshness, regional focus and a product range specially tailored to the German market.”

### **Foodvenience: also a growing trend on the German market**

Valora’s “foodvenience” strategy is based on the steady growth in consumer demand for fresh food-to-go and the wish for convenient, fast shopping. Changed consumer habits and growing mobility are also driving this development in the German market. In their hectic daily lives, more and more people are looking for fast, practical and yet high-quality food and snack offers without compromising on quality and enjoyment.

“Germany still has great potential in the area of foodvenience. The comprehensive expansion with avec is an excellent opportunity for us to further improve our in-depth understanding of ‘fresh food-to-go’ in this dynamic market,” says Philipp Angehrn.

### **Valora with a strong presence at German railway stations**

In addition to the new avec stores, Valora Retail is already present with numerous Press & Books branches at German railway stations. Of the 95 sales outlets that have now been leased to Valora by Deutsche Bahn, at least seven will be operated as P&B going forward. Valora also operates 79 Ditsch locations, 68 BackWerk and Back-Factory sales outlets and 10 Frittenwerk locations at railway stations. The Valora Group focuses on highly frequented locations at transport hubs, shopping centres, service stations and, increasingly, in city centres.

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**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)