

## Supermarkets and food formats

The Coop supermarkets generated net sales of 11.846 billion Swiss francs in 2023. With 965 stores, Coop has the densest network of sales outlets in Switzerland. In the 2023 financial year, 15 new sales outlets were opened and 11 closed. Coop implemented the new store concept 2025+ in a total of 48 supermarkets in 2023, bringing the total number of new-style supermarkets to 294.

### Highlights from the food formats

The table below lists highlights from the year under review.



The Coop supermarkets have the densest network of sales outlets in Switzerland

#### Highlights in 2023

- Strong customer growth of 5.7%
- Around 40 million Swiss francs invested in price cuts
- Inflation kept to a minimum thanks to rigorous negotiations and currency effects
- 15 new sales outlets opened
- Audit of 430 stores by inspection body q.inspecta and 2 342 internal quality assurance audits, over 44 000 samples analysed
- Over 21 500 sustainable products in the range
- 30th anniversary of Naturaplan and strong growth of 9.2% for net sales of organic products
- The world's largest Fairtrade Max Havelaar range with over 1 300 items
- Prix Garantie range expanded to 1 500 products and strong growth of 15.9%
- Range of vegetarian/vegan products increased to over 2 200 items, biggest range in the Swiss retail market
- Over 1 050 artisan counters for meat, fish, bread, baked goods, delicatessen or cheese
- Availability of foods ensured in challenging environment, thanks to partnerships and sourcing via Alifresca and Eurogroup Far East Ltd.
- Coop named the world's fairest retailer
- Promarca Sustainability Award 2023 for organic milk in reusable glass bottles
- Commitment to fight food waste broadened, with food donations of over 32.2 million meals to food charities such as "Tischlein deck dich" and "Schweizer Tafel"
- Cooperation with more than 77 Swiss institutions and foundations for people with disabilities
- Expansion of photovoltaic systems for even more solar power

### Coop.ch

The omnichannel platform with the biggest selection and personal home deliveries.

#### Highlights in 2023

- 8.3% more deliveries
- Growth in net sales of 8.7%
- 675 products added to non-food and toy range, bringing the total to around 5 500
- Strong growth with fresh produce
- Wine range extended with very attractive Spanish and Italian wines
- New Lake Zurich hub went live
- New track & trace feature enables customers to keep close track of their upcoming delivery

Coop stores

 **965**

New products

 **3 394**

Online shop

 [www.coop.ch](http://www.coop.ch)



The number one in the Swiss convenience market.

### Highlights in 2023

- Opening of three new filling stations with a shop
- Four shops reopened following major rebuild
- More hot food sales in a further 150 shops, with products such as hot burritos, chicken wings and meals in response to customer needs
- Coop Pronto Fresh Express launched in main economic area: ultra-fresh products by 6.30 a.m.
- Freshness concept widened: sliced fruits such as melon, watermelon and pineapple now available in the chiller cabinet
- Cooperation with EcoDrive, to promote energy-efficient driving behaviour and give drivers tips on reducing fuel consumption

Points of sale  **323**

More information: [www.coop-pronto.ch](http://www.coop-pronto.ch)



Coop to go offers exclusive take-away products not available in any other Coop format.

### Highlights in 2023

- Three Coop to go stores opened
- The convenience segment expanded with items such as sliced fruits
- More than 250 new products introduced in all areas

Points of sale  **22**

More information: [www.cooptogo.ch](http://www.cooptogo.ch)



Coop's authentic Italian delicatessen and store format.

### Highlights in 2023

- New Italian products introduced, such as cornetto pistacchio and pinsa

Products  **359**

More information: [www.saporiditalia.ch](http://www.saporiditalia.ch)



The trendy format and range for vegetarian and vegan products in the Karma product line.

### Highlights in 2023

- Cooling areas extended for even more plant-based alternatives
- Switzerland's widest vegetarian range

Products  over **300**

More information: [www.karmastore.ch](http://www.karmastore.ch)



The culinary platform and format for artisanal food, regional products and sustainability, with leading recipe app.

### Highlights in 2023

- 18.3% increase in visitors
- Weekly events held
- Over 6 900 recipes in total on the Fooby app

Page views  over **51** million

More information: [www.fooby.ch/bel-air](http://www.fooby.ch/bel-air)



Enjoyment every day, at fair prices.

**Highlights in 2023**

- Over 22 million visitors served, up 10.8%
- Further significant market gains and increases in sales
- Two new restaurants opened
- Brunch offering introduced at over 40 restaurants
- Brand new website [www.coop-restaurant.ch](http://www.coop-restaurant.ch)
- Great success reducing food waste and plastics

**Restaurants**  **181**

More information: [www.coop-restaurant.ch](http://www.coop-restaurant.ch)



Innovative and on-trend fast casual catering.

**Highlights in 2023**

- Over 2.8 million visitors served, up 9%
- Strong growth
- First Rice Up! franchise store opened in Oerlikon
- Big changes at Yooji's: new system landscape for online shop and new design for order kiosk
- New "Yalda Grill" format successfully opened in Zurich
- Start made on expanding sushi production

**Restaurants**  **27**

More information: [www.twospice.ch](http://www.twospice.ch)



The refreshing host at busy locations, number one in motorway catering.

**Highlights in 2023**

- Over 10 million visitors served, up 13.8%
- Increase in market share on motorways
- World's first Firehouse Subs restaurants outside the USA opened
- First Popeyes restaurant opened on the motorway in Bursins (Canton Vaud)
- Supercard partnership successfully launched at Marché Restaurants
- Catering partner for fresh catering for the 140 000 or so visitors who attended the 75th anniversary celebrations at Zurich Airport

**Restaurants**  **46**

More information: [www.marche-schweiz.ch](http://www.marche-schweiz.ch)

*BâleHotels*

Coop's hotel group.

**Highlights in 2023**

- Almost 200 000 overnight stays, up 10.8%
- Successful development of Holiday Inn Express Aarburg/Oftringen
- MICE business (Meeting, Incentives, Congress & Events) developed well at seminar hotels
- 1<sup>st</sup> place for Pullman Basel Europe: Accor Partners award in the "RPS" category for the Central Europe region and the Premium Hotels segment
- Swift progress made with digitalizing HR
- Start of project to boost the BâleHotels umbrella brand
- Start of project to modernize Coop Campus
- ISO 9001: BâleHotels obtained certification until 2026

**Hotels**  **8**

More information: [www.balehotels.ch](http://www.balehotels.ch)