

# Wholesale/Production business area

The Transgourmet Group continues to expand its fresh produce range. It standardizes IT systems across all countries, enabling customized digital services for its customers. Bell strengthens its position on the convenience market. Coop's manufacturing companies step up investment in sustainable products.

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**14.1** billion CHF

**Net sales in wholesale and production**

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The Coop Group's Wholesale/Production business area generated net sales of over 14.1 billion francs in 2019, which is a gain of 2.5% in local currency.

## Transgourmet Group

With subsidiary Transgourmet Holding AG, the Coop Group is active in the cash & carry and wholesale supplies market in Germany, Poland, Romania, Russia, France, Austria and Switzerland. In 2019, the Transgourmet Group generated net sales of over 9.7 billion francs from 145 cash & carry stores and wholesale supplies which equates to growth of 3.7% in local currency year on year. The company was thus able to further consolidate its position as the second-biggest in European wholesale. Transgourmet generated sales of 341.5 million francs from sustainable ranges in 2019. This was only possible thanks to exceptional commitment, as sustainable ranges are nowhere near as developed in wholesale as they are in retail, for instance.

### Multi-channel: standardized IT system for the whole Group

The digitalization of conventional core processes is largely complete in Transgourmet's wholesale business. Transgourmet is now pursuing the aim of systematically exploiting the options presented by technology in order to improve its range of services and become an innovation leader in this area. As a foundation for this, it has implemented a standardized, Group-wide IT landscape for all national subsidiaries. To provide customers with the best, individual service, the ongoing Transgourmet Multichannel project is establishing a new supply chain management approach, with automated processes. Workable, multifunctional SAP services enable Transgourmet to respond quickly, simply and flexibly at all times, and to fully accommodate all country-specific needs. Transgourmet Germany launched the project, but SAP experiences from other countries and expertise from Coop's retail business provide regular input. In 2019, a total of three distribution centres and five Selgros/cash & carry stores in Germany were switched to SAP. The SAP solution will be implemented throughout the Group by 2024.

### Customized digital services

Transgourmet has set itself the goal of a 360-degree complete range, with specific additional services and software solutions for catering customers. When it acquired the majority in German start-up Gastronovi in 2017, Transgourmet Holding gained valuable expertise to help it achieve this. Gastronovi Office offers a comprehensive and customized end-to-end solution – supply chain management, cash register system, ordering system, table reservation – for the catering sector. Another example is Gastivo, a standalone marketplace for the catering business: as a subsidiary of acquisition Team Beverage AG, with this marketplace, which is open to all suppliers and service providers, Gastivo offers one-stop shopping and supports the wholesale beverages sector with digitalization.

Transgourmet Germany's menu manager, with access to the online shop, also makes it easier for hospitals and care homes to plan their shopping and menus.

Since February 2019, customers of Transgourmet France have had access to a new online store, complete with online payment system (transition for e-order to e-commerce online store). Moreover, following on from the 2018 launch of the "e-Quilibre Hygiène" online solution for hygiene management, the year under review saw the launch of "Jardin de Pays". On this platform, customers can search specifically for fruit and vegetables from the regional range and order the products via Transgourmet. The new Group Intranet (Adobe Intranet) model was also implemented.

Transgourmet Österreich is the exclusive provider of the new "Transgourmet Click&Carry" service: customers fill their personal shopping cart in the online store or via the app and, just two hours later, the order has been picked and packed and is ready for collection from the saved location, at the requested time.

With effect from 1 May 2019, Transgourmet Germany took over Sanalogic GmbH, one of the leading companies undertaking development, implementation and support for complete software solutions for IT-based care management in the care sector. The company advises customers in Germany, Austria, northern Italy and Switzerland. This takeover enables Transgourmet Germany to build further on many years of previous collaboration – in both distribution and development – and to actively participate in shaping technical progress and the automation of processes for the benefit of customers. Sanalogic continues to operate on the market as an independent software provider for the whole care process, including meal planning, recording menu requests, production control and delivery, and purchasing.

### Expansion of fresh food range

In the year under review, Transgourmet Switzerland took over Emmi Frisch-Service AG, a Swiss trading company born of the merger of Burra and Interfrai. This takeover enables Transgourmet Switzerland to offer customers an even wider range, exploit synergies in national logistics, and broaden its dairy expertise. Its customers include around 700 companies in the food service, hospital and care home, convenience store and wholesaler segments. Merging the activities of Emmi Frisch-Service AG with Transgourmet's existing supplies business gives customers access to Transgourmet's entire fresh, food and beverages range. All employees were taken over and both Schlieren, which is the central location for Interfrai, and the Burra brand will be retained.

The cooperation with Eisberg Österreich resulted in a bigger range of ultra-fresh products for Transgourmet in the year under review: a total of 63 articles in the convenience salad and vegetables range as well as eleven gourmet salads under the Transgourmet Quality own-label brand. Freshly cut items are delivered daily, and sent out to catering customers the same day. Outstanding product quality, coupled with the diversity of the range – which also includes customer-specific items – ensure strong customer demand: 189 tonnes were sold in just the first four months of the collaboration.

In Germany, Frischeparadies is the biggest specialist store for, and supplier of high-quality, fresh foods for both catering businesses and private customers. Transgourmet Switzerland introduced a slightly adapted version of the German model at the Basel and Zurich locations in 2019. The typical Frischeparadies approach – combination of B2B and B2C with integrated bistro – is an innovative model in Switzerland.

### Same standards for sustainable sourcing in all countries

The Transgourmet national subsidiaries adopted minimum standards for the joint sourcing of own-label products in 2019, in the areas of quality and sustainability including animal welfare. Among other things, these standards require that palm oil at least satisfies the RSPO Mass Balance sustainability standard. In addition, several Transgourmet national subsidiaries have already written their own guidelines on sustainable sourcing, which are based on the relevant Coop guideline. The aim is for all Transgourmet national subsidiaries to adopt their own guidelines on sustainable sourcing by 2021.

### Sustainable packaging measures

In 2019, Transgourmet Germany partnered with external experts to launch a project to develop a comprehensive plastics and packaging strategy. The wide-ranging project, which will continue for several years, focuses on actions involving plastics and packaging in own-label products, in the fresh food segment at cash & carry stores as well as in the range of ToGo products. As well as laying the foundations for the phased implementation of the strategy, the project involves regular trialling of packaging alternatives. The downstream, practical implementation of the strategy is particularly helpful to Purchasing and Category Management when it comes to identifying sustainable packaging concepts in the supplier pool.

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**292** items

**in Origine own-label sustainability brand in Transgourmet Switzerland's range**

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Since the end of 2019, Transgourmet Österreich has been packaging fruit and vegetables in FSC-certified cardboard trays. This saves in excess of 600 000 styrofoam trays each year, which is a major step towards becoming Austria's most sustainable catering wholesaler. While the plastic stretch film to protect the products will remain in use for now, the ultimate aim is to develop a sustainable alternative.

### Transgourmet Österreich: one takeover and renaming of four cash & carry stores

In the year under review, Transgourmet Österreich acquired all the shares in Alkoven-based Austrian food wholesaler Gastro Profi GmbH from the Hochreiter Group. Gastro Profi will remain an independent company, while benefiting from Transgourmet's expertise and synergies. Gastro Profi specializes in ethnic catering, with a range of 800 products and 80 employees. By acquiring the rapidly expanding ethnic pizzerias and kebab restaurants, Transgourmet Österreich is opening up new target groups whose requirements and needs it can now comprehensively meet.

The four successful regional "mein c+c" cash & carry stores, which are well established on the local catering market and serve catering and commercial customers in Graz, Bruck an der Mur, Feldbach and Oberwart, have been trading since June 2019 under the name "Transgourmet Cash & Carry", offering a wider range and even more support services. This regional offering is strengthened by Transgourmet Click&Carry.

## Highlights from the national subsidiaries of the Transgourmet Group

The table below lists highlights from the year under review at the individual national subsidiaries and companies of the Transgourmet Group, along with a factsheet on each national subsidiary. For more information about the Transgourmet Group, visit [www.transgourmet.com](http://www.transgourmet.com).



## Transgourmet Central and Eastern Europe

▼ Factsheet

### Germany



- As of 1 May 2019, Sanalogic GmbH becomes a wholly-owned subsidiary of Transgourmet Germany.
- New Cologne Langel logistics centre built
- Expansion of sustainable Ursprung range, including more communication
- Launch of own-label range of spices at Transgourmet and Selgros, with around 100 products
- Plant-based food (meat-free diet): pilot project in Selgros store
- Initial experiences of the SAP project in live mode at Transgourmet companies and in Selgros cash & carry stores
- Expansion of gas-fuelled trucks at Transgourmet and start of using biogas
- Further rollout of the use of cargo bikes on the last mile at both Transgourmet and at Selgros Cash & Carry
- Selgros Stuttgart Feuerbach opens, with its own bistro, dry ageing fridge for dry-aged beef and a new Frischeparadies fresh fish counter
- First cash & carry store with solar panels (Selgros Ingolstadt)
- 60 years of Selgros marked by numerous in-store promotions and launch of Selgros app
- Germany's first 'fish stakeholder' scheme launched (first crowdfarming project for restaurants and contract catering)
- Continuation of Cooking for Seniors project: publication of cookery book and practical handbook for German retirement homes
- Promotion of organic bread box: sustainable foods for first day at school

### Poland



- Further digitalization of operational business in deliveries to the catering sector and addition of more app functions
- Small format adapted for smaller towns such as Siedlce, Slupsk, Gorzów Wlkp – start of construction work on first smaller store in Siedlce
- First-ever collaboration with vocational schools to support and safeguard jobs for new employees
- Marketing strategy realigned to targeted communication supported by own TV campaign

### Romania



- Opening of the new C&C store in Baia Mare, in November 2019
- More delivery activities for catering customers
- Continuation of loyalty programme for private customers/bonus system
- Addition of own-label brands Economy, Quality and Premium to the range
- Launch of Topseller own-label brand in the entry-level price segment
- All stores switched to LED lighting
- Cooling system and refrigerating units in Pantelimon replaced to save energy
- Continuation and expansion of the "Health begins on the plate" programme
- Comprehensive basic and advanced training programme across all levels and areas
- More options for dual training in the cities of Iasi, Cluj, Brasov, Constanta and Bucharest
- Development of young chefs' and senior chefs' gastronomic expertise as part of the "Arena Bucatarilor Cooking Contest"

## Russia



- Renovation of store in Moscow-Kotelniki, with bigger fresh produce department and LED lighting and according to new concept with bistro
- Selgros and Globalfoods join forces to serve professional HoReCa customers, range increased and optimized logistics
- Introduction of a CRM module for customer-oriented sales and further development of the mobile app
- Pallet pooling with Chep, reduction in harmful emissions and waste volumes

## Specialists

- Food & Beverage Services GmbH acquires 51% interest in GEVA, a solution provider for the beverage industry.
- Transgourmet Seafood wins the Seafood Star 2019 in the categories “Street food products” and “Smoked fish”.
- New building and expansion at EVG AG in Eberswalde, including new FP and staging areas
- Team Beverage now has ten new wholesale beverages partners, with just under 21 800 catering companies for the wholesale platform: Vendis (Homburg) and Bierhalter (Karlsruhe)
- Team Beverage integrates VfG-Vertriebsgesellschaft für Gastronomie-Betriebe (Radeberger’s beverage wholesale business)
- The Markt Aktiv Group joins forces with 191 Team Beverage GmbH beverage cash & carry stores
- Team Beverage begins delivering beverages to Deutsche Bahn for on-board catering and lounge locations
- Catering portal Gastivo passed the 13 000 order mark in September, generating in excess of ten million euros in sales from orders. One key driver of this is the launch of the Gastivo ordering app.
- Gastronovi expands into France. Countries opened up: D, A, CH
- Gastronovi starts joint advertising and sales campaigns with Selgros C&C, Transgourmet Germany, Switzerland and Österreich
- Gastronovi opens a new office in Würzburg.
- Sump & Stammer steps up purchasing alliance with companies in the Coop and Transgourmet Group.
- Sump & Stammer achieves continued double-digit growth in the cruise segment
- Niggeman introduces new supply chain management
- Niggeman creates maximum transparency in the traceability of fresh meat, going beyond the legal rules applicable to beef and for all other types of meat as well (poultry, pork, lamb)
- Frischeparadies unveils new logo
- Frischeparadies gives own-label brand “Frische Paradies” and the Frische Paradies quality label a makeover, adding fish and seafood from Galicia
- Frischeparadies expands ASC, MSC, Friend of the Sea, Label Rouge, thus significantly increasing sales of sustainable items
- Frischeparadies Munich wins Seafoodstar 2019
- Rollout of new CRM system at Frischeparadies
- Frischeparadies is an official partner of Jeunes Restaurateurs, Romantik Hotels and publisher Busche-Verlagshaus (Schlemmer Atlas)





## Transgourmet France

▼ Factsheet

### France



- Since February 2019, Transgourmet online store with online payment for orders (transition from e-order online store to genuine e-commerce online store).
- Launch of “Premium” product range
- Expansion of “Origine” range (approx. 35 articles in 2019)
- Introduction of Transgourmet ranges with local products
- Further rollout of “Premium” marketing/distribution model in the cities of Nantes, Strasbourg and Toulouse
- Launch of a new and exclusive range of small ice-cream sundaes under the “L’Atelier des Ecrins” brand
- Introduction of voice-operated order picking system with Personal Digital Assistant (PDA) and light guide system on picking carts
- Delivery vehicle drivers equipped with new PDAs (with scanner and camera): visualization of route, customers, display racks and articles, recording of display racks for loading and unloading (rolls), GPS route planning including traffic situation, authentication of delivery (photo and signature)
- Expansion of warehouse and completion of renovation of Transgourmet Cash & Carry in Schiltigheim
- Truck fleet expanded with alternative drive systems. Target: by 2025, at least 40% of the fleet has been switched to renewable energies and/or alternative fuels
- BREEAM certification (Building Research Establishment’s Environmental Assessment Method) for Transgourmet’s site in Aquitaine (Saint-Loubès)
- ISO 14001 certification for Transgourmet France head office
- ISO 22000 certification for all Transgourmet Operations locations (except Transgourmet Seafood, Transgourmet Laplace and Transgourmet BP East).
- Road safety awareness and prevention campaign for employees
- Accelerated campaign to integrate people with disabilities in the world of work.

### Specialists

- Launch of Gastronovi in France as part of Transgourmet Solutions
- ISO 14001 recertification for Transgourmet Fruits & Légumes.





## Transgourmet Österreich

▼ Factsheet

### Austria



- Introduction of Click&Carry: order via the online store or app, two hours later the products have all been picked and packed and are ready for collection from the saved location, at the requested time
- Re-certification to ISO 14001
- Switch from styrofoam trays to FSC-certified cardboard trays for fruit and vegetables
- Ongoing rollout of sustainable wheeled container covers, switch made at Villach site in October 2019
- Environment and energy training for all employees

### Specialists

- Takeover of Gastro Profi GmbH, specialist in ethnic catering
- Former “mein c+c stores” integrated into the Transgourmet Österreich umbrella brand as “Transgourmet Cash & Carry”, with bigger range





## Transgourmet Switzerland

▼ Factsheet

### Switzerland



- Takeover of Emmi Frisch-Service AG, broadening expertise in sales and logistics
- Sales growth in wholesale supplies: Transgourmet gains market shares, strong growth in customers and regional ranges
- Opening of Prodega store in Kriens, and commissioning of the eighth Transgourmet regional warehouse: greater logistics capacity, shorter delivery distances in central Switzerland
- Wholesale supplies reports greatly increased sales of own-label brands Economy, Quality and Premium
- Range of own-label sustainability brand Origine expanded, with lots of new products across all product groups
- Cook prestige brand reports big increase in sales to specific customer group
- Launch of live cooking in French-speaking Prodega stores as well (chefs from the culinary centre of excellence cook using Transgourmet products)

### Specialists

- Frischeparadies opens in Basel and Zurich, with broader fresh fish expertise, and fresh fish specialists Polar Comestibles and Braschler's Comestibles successfully integrated.

