



SUPERMARKETS

Here, customers will find Switzerland's greatest variety at attractive prices. When selecting brand-name items and own-label products, Coop is mindful of quality, sustainability, transparency and current dietary trends. The supermarkets feature a modern design and many offer attended meat, fish, cheese and gourmet counters.

www.coop.ch/supermarkt



Net sales 2018
CHF 10 408 million



Market position
Switzerland's second-largest supermarket chain



Number of POS
918



Sales area
988 896 m²



Online shop
Online supermarket Coop@home



Number of employees
24 782, including 1 359 apprentices



Vision
Together to the top



Offering
Most varied range of items in the Swiss food retail sector with over 40 000 own-label and brand-name products in all price segments



Services
Self-scanning with Passabene, self-checkout, Coop-Oecoplan dry cleaning, sales of Reka cheques, restaurants, recycling stations, Supercard customer loyalty programme, cash machine, newsstand, photocopiers, mobile phone payment, pick-up points for online formats such as Coop@home or Microspot, repair service



Sustainability achievements
Large number of own-label sustainability brands and quality labels – including Naturaplan, the most successful organic own-label brand in Switzerland; energy-efficient refrigeration in stores; LED and Minergie standard in new and renovated buildings; deliveries to stores using a combination of rail and road transport



COOP TO GO

Coop to go is a convenience concept for high-footfall locations. The range includes take-away products – from hot paninis to muesli, through juice and coffee to smoothies.

www.cooptogo.ch

FOOBY

7KHUVWFooby concept store focuses on culinary craft, UHJLRQDOSURGFVVDQGVVWDLQDELOLWSODFHZKHUH/KLV smoked, coffee is roasted, bread is baked, sausages are PDGHDQGZLQHWDVWHG,QDGGLWLRQWRWKHUVW)RRE products – available exclusively here – the store stocks specialities from around 20 regional producers who inspire customers to try something new.

www.fooby.ch

SAPORI D'ITALIA

Sapori d'Italia is the specialist for Italian products. In addition to delicatessen items such as antipasti, peppers stuffed with cream cheese, different-shaped pasta or seasonal specialities such as panettone, Sapori d'Italia offers delights such as focaccia baked in-store, freshly prepared cornetti al cioccolato or house-roasted espresso with a golden-brown "crema". Sapori d'Italia products are now also available in Coop supermarkets.

www.saporiditalia.ch

KARMA

The **Karma** Shop offers vegetarian and vegan products from all product range groups. It's not only vegetarians who will enjoy the salads produced in-store plus salad and muesli bowls. Nuts, pulses and granola are available as open-sale products. The own-label brand Karma is also well-represented and is also available in Coop supermarkets.

www.karmastore.ch