



Press release

Leader Price rolls out a new store concept and broadens its offering

Leader Price, the food discount banner of Groupe Casino is offering a new store concept with improved response to customer needs and expectations. Leader Price is therefore revamping its points of sale while developing special product ranges and incorporating, for the first time, benchmark national brand products.

Since the beginning of the year, 25 stores of the banner have switched to the new concept within the framework of an ambitious roll-out programme that will go on until 2012.

Revamped stores

The pan-national banner is proposing a new, more user-friendly store set-up:

- an updated logo:
- a modern, friendly atmosphere
- new colours (grey and multicolour vertical designs)
- a fresh produce area on entering the store, enhanced with special lighting
- fresh bread, baked on the premises
- LCD screens highlighted at check-outs presenting the offers, ideas for recipes



The discount options have been strengthened:

- big-sized simple and powerful price displays
- pallets on floor, bulk products, a cross aisle with special offers in containers
- simplified build, units and advertising at the place of sale

An offer bolstered by innovative Leader Price products and a selection of popular national brands

Thanks to the work done on the mix, with special attention to reinforcing low price products and developing special own-brand product ranges, Leader Price covers the daily requirements of its customers with quality low price products.

The success of the Leader Price brand lies in its ability to innovate, forward think new trends, create new tastes, choice and diversity. To do this, the R&D cells, backed by Jean-Pierre Coffe and fully dedicated to creating new products, has been fitted out with reinforced resources. Nearly 90 new innovative products sought after by consumers are poised to complete the Leader Price range from the second half of the year including jam, sliced bread free from preservatives, yoghurts free from thickening agents, etc.

The packaging of the Leader Price products has also been reworked to give a more modern identity and improve visibility of the offering on the shelves.

In addition, in order to meet with increasing customer demand, validated by the Kantar World Panel surveying 20,000 customers, Leader Price has decided to feature national brands on its shelves.

From 26th July, an initial one hundred or so popular national brand products will be available in close to 260 stores with the aim of extending this across its network of 600 stores by mid October bringing its offering to 250 references.

The presence of benchmark national brands will boost attraction to the banner and will also reinforce the authenticity and visibility of Leader Price products in categories where the national brand is particularly strong.

A competitive edge via a substantial drop in permanent prices

Leader Price is undertaking to propose the best value for money products on the market whatever the range or brand. Hence, since the beginning of the year, Leader Price has significantly dropped its own-brand and low price product prices in order to bolster its discount ranking and is making this known by way of a noticeable comparative advertising campaign.

Jean-Michel Duhamel, Chairman of Franprix-Leader Price, has declared: *"Leader Price's recovery plan set up early 2010 with the creation and rolling out of the new concept as well as substantial and permanent price drop campaigns have now produced positive effects. The deployment of a particularly innovative Leader Price brand offering and the introduction of a selection of key popular national brand products complete this customer requirement-oriented initiative."*

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