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Twelve supermarkets and hypermarkets operated by the Quattrucci family join the Casino Group

The Casino Group announces the signing, on 12 October 2018, of a partnership with the Quattrucci family where twelve stores which specialize in fresh products and are currently operated by Claude, Bruno Quattrucci and their children, will join the Casino Group.

As of 1 January 2019, these stores will be supplied by the Casino Group. Seven of them will be operated under the "marché frais Géant" banner and the other five will operate under the "marché frais Leader Price" banner.

These stores, located in the Ile-de-France region and the Oise department, generated more than 300 million euros sales in 2017.

This partnership, while operating under these two Casino Group banners, will preserve the concept developed by the Quattrucci family and which has ensured its success: interior design in the spirit of covered markets, a strong focus on fresh products available in self-service, a well-designed assortment of consumer products, making it possible to offer a complete and high quality range of products at low prices.

This partnership further demonstrates Casino's development strategy, which is focused on buoyant formats and the implementation of partnerships with experienced food retail operators.

CASINO GROUP

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