

MPREIS

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Countries of operation: Austria, Italy

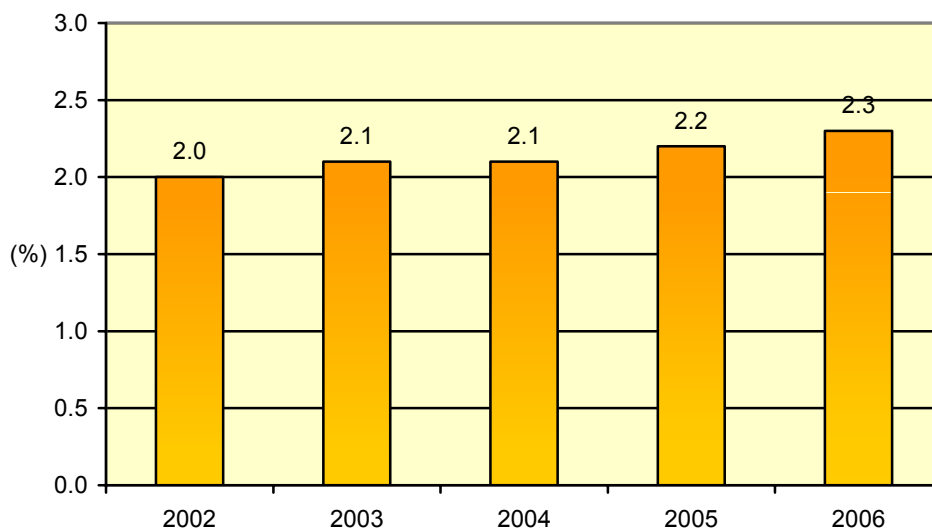


SOURCE: MPREIS

Supermarket operator MPREIS was originally founded in 1923, and remains in the hands of the founding Mölk family to this day. The business consists of two separate fascias – MPREIS and the larger SUPERM stores. The chain is the market leader in the Austrian Tyrol region, but also operates in the Salzburg and Kärnten areas.

The MPREIS brand has become renowned for the unusual and innovative architecture of its stores as well as its strong ties and support for the economy of the Tyrol region.

FIGURE 1 MPREIS: SALES AS SHARE OF ALL FOOD RETAILERS' SALES IN AUSTRIA, 2002-2006



SOURCE: COMPANY ACCOUNTS AND ANNUAL REPORT/MINTEL

With its roots in a store originally opened in the early 1920s in Innsbruck by the entrepreneurial Therese Molk, the first MPREIS supermarket was opened in 1974 in Innsbruck. The first Baguette bistro opened in Innsbruck in 1989 selling bread, coffee, cakes, snacks and fresh juices. In 2003 the first foreign store opened, in Bruneck in Italy.

Financial performance

MPREIS has been growing steadily – in 2005 it recorded VAT inclusive sales of €430 million and €460 million in 2006.

FIGURE 2: MPREIS: GROUP SALES PERFORMANCE, 2002-2006

Year to December	2002	2003	2004	2005	2006
Sales (€m excl. sales tax)					
MPREIS	331	351	360	390	418

Adjusted from original figures to exclude tax.

SOURCE: CASH ALMANACH/MINTEL

Store portfolio

The company was trading from a portfolio of 140 supermarkets at the end of 2006, with the vast majority trading under the MPREIS banner. MPREIS stores cover around 500m² and stock over 8,000 lines. The SUPERM outlets have a larger footprint – in some cases they are up to twice the size of the MPREIS stores – and carry around 11,000 lines. The majority of the MPREIS stores also have “Baguette” caf/bistro areas.

MPREIS has a unique approach to its store portfolio – for the last twenty years, it has been commissioning up and coming architects to design supermarkets that make the most of their settings in the Tyrolean Alps. The stores use natural timber, solid glass walls, corrugated steel and natural stone, and many have become tourist attractions in their own right. The store interiors are also stylish and modern, with contemporary light fittings, spacious layouts as well as features such as glass ceilings and wooden or stone floors. No two stores are alike apart from the distinctive red cube company logo, and MPREIS has won many awards and much international acclaim for its inspirational architecture

FIGURE 3: MPREIS: OUTLET DATA, 2003-2006

Year to December	2003	2004	2005	2006
Outlet numbers				
MPREIS	120	130	135	140

SOURCE: CASH ALMANACH/MINTEL

In addition to the Austrian stores, there are six stores in the neighbouring Italian Tyrol region.

Retail Offering

MPREIS is a full range supermarket operator, with a range of on average around 8,000 lines. The company places considerable emphasis on its regional strength and heritage – it carries around 1,200 regional Tyrolean lines from over 150 suppliers. In addition there are around 500 organic lines, including the regional ‘Bio vom Berg’ (with more being added all the time), several fair trade products and around 700 permanently discounted lines, priced to compete with the likes of Hofer and Lidl. The range is comprised solely of external brands - there are no own labels. There are fresh meat and fish counters as well an extensive delicatessen offer. International foods such as Thai, sushi and Italian also feature strongly.



SOURCE: MPREIS

The company issues a fortnightly eight page promotional pamphlet, which is distributed throughout the region. It also places adverts in all the regional papers. The adverts too are colourful with a modern design and emphasise low prices and offers as well as the high proportion of regional products carried.

MPREIS has a website, which has a lot of information on the company, its stores, product range, offers and promotions, but it is not transactional. However around eight stores offer a delivery service once the customer has done the shopping themselves.

