

PlanetRetail



company profile

MPREIS in Austria

Sales Performance

Banner Sales, 2004-2008 (EUR mn)



Strategy

Corporate Mission

2008

MPREIS' most important market is by far its home country, Austria, where it operates the MPREIS supermarkets. They are located in Western Austria (Tyrol, Salzburg and Carinthia) and the number of outlets is increasing steadily. The retailer is planning to refurbish old outlets and to open further supermarkets in 2008. However, a concrete number has not been announced yet.

MPREIS bills itself as "The Seriously Sexy Supermarket". The company's stores literally stand out because of their unusual and progressive architecture. MPREIS has been commissioning up-and-coming architects since 1992, encouraging them to design buildings that make the most of their settings in the Tyrolean Alps. The impressive outlets with their extraordinary and lavish architecture are even becoming tourist attractions. While other retailers do brand building by operating near-identical outlets regardless of location, MPREIS succeeds in brand building through extravagantly differing architecture. Each supermarket is unique.

Marketing

Brand & Private Label Strategy

MPREIS is the largest distributor of the Tyrolean organic brand 'BIO vom BERG' ('organic products from the mountains') in Austria. However, the retailer does not sell any private labels.

MPREIS

Supermarkets

Landesstraße 16
Völs
6176

+43 (0)512 300-0

+43 (0)512 300-19 80

Shareholding

Ownership

Limited company

MPREIS is 100%-owned by the Molk family.

Environment

Environmental Strategy

For the second time, MPREIS has received the certificate "Nachhaltig wirtschaftendes Unternehmen" ("Sustainably operating company") from the province Tyrol and the Chamber of Commerce in May 2007. The retailer received the certificate for the first time in May 2005.

One of the retailer's measures to protect the environment is its cornstarch-based shopping bag, the so-called "Biosackerl" ("organic bag"). The biodegradable shopping bag is available in all MPREIS supermarkets, but is slightly more expensive than the retailer's other paper and plastic bags, which are still on sale.

Besides that, MPREIS strongly focuses on regional products. It offers around 1,200 food items from Tyrol, coming from more than 150 regional suppliers.

Supply Chain

Distribution Network

MPREIS' 26,000 square metres-sized distribution centre plus fleet is located in Völs, near Innsbruck. It supplies the outlets in Austria as well as those in Italy.

Developments

Developments

1998

(History up to the end of 1998)

The company was founded by Therese Mölk in 1920. The first outlet was opened in Innsbruck, Viaduktbogen 11. In 1922, the company started a food store based on what was then a modern concept: 'Kleines Sortiment in großen Mengen zu niedrigen Preisen' ('small range in large amounts at low prices') was Mölk's credo.

In 1925, Therese Mölk bought a former K&K (kaiserlich & königlich) military bakery in Innsbruck, Dreieiligenstraße 21, and created the famous bread brand 'Mölk Brot' ('Mölk bread'). This location was also the company headquarters until the middle of the eighties.

The first distribution centre was opened in Innsbruck, Dreieiligenstraße in 1947. At that time, the company had 145 employees.

In 1964, Mölk launched its first 'loyalty card' in the form of trading stamps. Customers received a 3% discount by getting trading stamps for each Schilling when they paid cash. The value of a full trading stamp loyalty card was ATS 15 (around USD 1). Only two years later, in 1968, the trading stamps system was replaced by the so called 'net price' with prices far better than those with 3% discount.

In 1974, MPREIS Warenvertriebs GmbH was launched. In the same year, the retailer opened its first self-service MPREIS supermarket in Innsbruck, district Reichenau, Andechsstraße 3, which was a former Mölk outlet.

The company headquarters and both distribution centres moved from Innsbruck to Völs in 1985. The first Baguette store, which is a mixture between a bakery and a snack bar, opened in 1989. In 1997, the newly built baking factory in Völs replaced the old one in Innsbruck, Dreieiligen. MPREIS opened its 100th supermarket in 1998, located in Innsbruck, Andechsstraße.

2001

November: the company opened its 100th Baguette store

May: after five months of rebuilding, the modernised MPREIS distribution centre in Völs was opened, with an area of 21,000 square metres

2002

March: MPREIS launched its website

2003

May: MPREIS expanded abroad by opening its first MPREIS supermarket in Bruneck which is located in South Tyrol, Italy.

2005

May: MPREIS received the certificate 'Nachhaltig wirtschaftendes Unternehmen' ('Sustainably operating company') from the province Tyrol and the Chamber of Commerce. This seal of quality was awarded for the first time

2006

July: MPREIS was nominated for the state award 'Architektur 2006 Neue Arbeitswelten in Verwaltung und Handel' for its extraordinary and lavish architecture. While other retailers do brand building by operating near-identical outlets, MPREIS succeeds brand building through extravagantly differing architecture. Each supermarket is unique

March: the retailer received the architecture award 'Neues Bauen in den Alpen - Internationaler Architekturpreis 2006'

2007

May: MPREIS received the second time the certificate 'Nachhaltig wirtschaftendes Unternehmen' ('Sustainably operating company') from the province Tyrol and the Chamber of Commerce. The retailer received the certificate for the first time in May 2005.

Management

Mr Hansjörg Mölk
Managing Director -

Mr Mario Pfitscher
Buying Director -

Mr Anton Mölk
Managing Director -

Mr Franz Schalk
Sales Director -

Operations

Corporate Structure

Corporate Structure

MPREIS is a vertically integrated company. It owns two manufacturing businesses: One meat production plant and one baking factory. Both companies supply the stores. Sales of both these businesses are included in the retail banner sales of MPREIS.

Operations

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Concept

Store Concept

Outlet Concept

The MPREIS supermarkets are very attractive in terms of their progressive, extraordinary and lavish architecture. A keen eye for aesthetics continues inside the stores, which feature sleek café's and carefully chosen designs and materials. The impressive outlets are even becoming tourist attractions. While other retailers do brand building by operating near-identical outlets regardless of location, MPREIS succeeds in brand building through extravagantly differing architecture. Each supermarket is unique.

In February 2008, the range comprised 8,000 articles, 500 of them were organic products. MPREIS puts its emphasis on delicatessen, regional specialities and fresh food. The range also comprises both chilled and frozen food, ready meals, meat, fish, bakery products, wines, as well as freshly prepared takeaway food and drugstore items. In order to keep the stores as attractive as possible, new product lines are being introduced on a regular basis.

Furthermore, MPREIS focuses on local products. The local range consists of around 1,200 food items coming from Tyrol, produced by 150 regional suppliers.

The MPREIS supermarkets have an average sales area of around 600 square metres. Most of the stores include a so-called 'Baguette' store (133 in February 2008), which is a mixture between a bistro and café.

There are also still a few larger-sized Super-M stores with an average sales area of between 800 square metres and 1,000 square metres. However it is just a fringe operation and newly opened outlets are exclusively MPREIS supermarkets.

Interestingly, price levels at MPREIS are not higher than at competing supermarkets in the region.

In February 2008, there are up to 130,000 MPREIS customers daily and it is the most popular supermarket chain in Tyrol.