

Second Colruyt Professionals Store opens in the province of Liège

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On 5 August, Colruyt Group will open its third Colruyt Professionals store in Wallonia and its eighth in Belgium, in Alleur. Exclusively serving professional customers, the store marks another important milestone in the rollout of Colruyt Group's B2B retail network. In the coming years, Colruyt Professionals aims to achieve strong growth within the Belgian B2B market, with the potential to expand to around ten stores across the country.

The Alleur store, which covers more than 1,000 m², is the second store in the province of Liège.

Jo Willemys, Food retail director: *"As the only Belgian retailer, we find it essential to be there for all our customers. The demand of professional customers for a separate store offer is high. The success of our stores everywhere in Belgium confirmed our growth plans, and the strong presence of night shops, neighbourhood stores and the hotel and catering industry also played an important role. In addition to the more than 260 Colruyt stores where both professional and private customers can go for their purchases at the lowest prices, professional clients will be welcomed in at least 10 Professional stores in Belgium by the end of this year."*

Colruyt Professionals is designed to meet the specific needs of resellers, hospitality operators and other business customers who are looking for a combination of the lowest prices, efficient shopping and an assortment tailored to professional requirements, with suitable pack sizes and volumes.

Through Colruyt Professionals, Colruyt Group aims to be a long-term and sustainable partner for professional customers. The continued rollout of the concept, with an ambition to reach a total of ten Colruyt Professionals stores, forms part of the Group's broader strategy to further expand its B2B activities.

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