



Bio-Planet will open its first shop in the Netherlands in 2007

Next Monday 2 October Bio-Planet, the biological supermarket of the Colruyt Group, starts to equip a biological supermarket in shopping centre "Heuvel Galerie" in Eindhoven.

The possibilities in the Netherlands

The success of Bio-Planet in Belgium keeps growing, which is why we want to take our formula to the Dutch market as well. In the Netherlands, more organic products are sold than in Belgium already, and quite a lot of initiatives are taken to stimulate this.

Bio-Planet Eindhoven

The shop we intend to open in Eindhoven will have a sales surface of about 675 m² and will carry a complete supply of certified organic food products, completed with a vast assortment of ecological non-food products. The shop will also include a biological butcher's shop where quality and taste will have the lead.

After the starting period of this first shop, Bio-Planet intends to open some more shops in the Netherlands. Consequently, we remain interested in possible new locations in the south of the Netherlands.

SCM, Shopping Center Management B.V. has concluded a rental agreement with Bio-Planet on behalf of the owner, ING Reim.

The opening is scheduled in the spring of 2007. We will provide more information about this later.

Bio-Planet in Belgium

Today, Bio-Planet has three shops in Belgium (Gent, Kortrijk and Dilbeek). Further expansion is planned in Leuven, Mechelen and Antwerpen. Moreover, we have several projects under way, among others in the Walloon provinces. More information? Call Luc Rogge (General director Colruyt) at 0032 2 360 10 40.

What is Bio-Planet?

Bio-Planet is a subsidiary of the Colruyt group, which is active in Belgian retail.

Bio-Planet is a fully-fledged supermarket selling an assortment that is 100% organic and ecological. Customers can find all products for daily use in a biological version, with officially recognised bio-labels.

- A complete range of dry food and groceries. The emphasis is on taste and quality.
- A nice choice of soft drinks, beer and wine.
- Fruit and vegetables, dairy and other fresh food products, presented in a large, refrigerated room. This way, Bio-Planet can offer its customers truly fresh products.
- A catering department with an extensive supply of fresh meat, cheese and vegetarian specialities. Everything is cut and packed according to the customer's wishes.
- Bakers deliver oven-fresh biological bread and pastry every day (some 70 references).
- In the non-food department, products have been selected for their environment-friendliness: ecological cleaning and washing products, washable nappies, recycled stationery, durable toys, etc.

Website: www.bio-planet.be