



PRESS RELEASE

Veghel, 30 June 2014

EMTÉ best for cheese in the Netherlands

Not for the first time, the annual survey commissioned by Westland Cheese from market research agency GfK rated EMTÉ as the supermarket group with the best cheese department in the Netherlands. EMTÉ had already won this accolade in 2011, proving its ability to deliver consistently high quality.

GfK's survey of 10,000 customers explored how they perceived the cheese departments of 'their' supermarkets, inviting them to give marks for cheese quality, staff friendliness and expertise, waiting times, special offers and prices, product range, department layout, product availability and cleanliness. EMTÉ achieved the highest score.

Joris Monchen, Cheese Category Director at Westland: "EMTÉ has a clear focus on fresh produce and consistently good self-service departments. EMTÉ successfully meets all the needs and preferences of shoppers buying cheese at its stores."

Johan van Heerebeek, EMTÉ's Commercial Manager, is pleased with this result: "Satisfied customers and perfect fresh-food departments – these are the key factors underlying EMTÉ's success. What sets us apart is our focus on top-quality fresh products, our staff's expertise and our personal and customer-centred service. The customer is king and our staff are trained to provide excellent personal service. What could be better than knowing that your customers really appreciate it?"

END OF PRESS RELEASE

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