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SPINNEYS EXPANDS INTO UPPER EGYPT

Spinneys continues to expand in Egypt with its recent opening of a new store in the Upper Egypt city of Menya. The store was launched on the 15th of February and is strategically located in one of Menya's most popular attractions, Cityscape Mall. The opening marks an important milestone for the company as it kick starts its expansion across the country in 2017.

"The new store in Menya reflects our ongoing commitment to the Egyptian market," Spinneys CEO Mohanad Adly, said. "Over the past couple of years, we successfully tripled the number of operating stores in the Egyptian market and in 2017 we want to introduce Spinneys to as many Egyptian consumers as we possibly can. In implementing our aggressive expansion strategy, we will be looking at locations not just in Cairo, but across various other cities as well."

Spinneys opened its first branch in Egypt 11 years ago and since then has made significant strides to increase its presence locally and also to enhance the brand's image and awareness. The company's new growth strategy which was adopted in 2015 is focused on reaching shoppers in urban areas with new formats like big supermarkets, while also offering fresh innovations in its core hypermarket stores.

"The new Menya store marks our first expansion in the Upper Egypt region. It is the 5th city in which we launch after the successful opening of the existing Spinneys stores in Cairo, Giza, Alexandria and Hurghada", said Adly.

Spinneys started in Cairo in 2005 and brought a unique shopping experience to Egyptian consumers who have an affinity for high quality goods and services and great value. Currently, the retailer employs over 1,600 employees. The new store has created an additional 150 new jobs, all of whom were recruited locally from the city of Menya and the neighboring communities.

The multi-million pound investment in this 1,600 m² store has provided shoppers with the latest Spinneys offer, including fresh meat, fruit & vegetables, deli & dairy, bakery as well as an extensive range of non-food and household items. Customers are also able to use the popular loyalty scheme, providing them with the opportunity to collect and redeem points with every purchase.

This is the first store opening for Spinneys this year following the successful launch of 4 stores in 2016. Four other Spinneys store locations will also be celebrating launches in 2017 with the next scheduled opening in Sheikh Zayed in Cairo at the end of next month.
