

Spinneys Partners with French Casino Group for Exclusive Import Agreement



Description

Collaboration between a European and local brand benefits Lebanese market Beirut, Lebanon – March, 2019: Spinneys, the premier supermarket retailer in the Middle East, has partnered with Casino Group, major player food and non-food retailer in the French market, to enter into an exclusive import agreement for the Lebanese market. Spinneys will import more than 5000 Casino products for its shoppers in Lebanon, including a full range of chilled, frozen, and grocery products. Casino chilled and frozen range will be on Spinneys shelves starting in March and then the full grocery range by the beginning of April. Spinneys is the market leader in many ways beyond being the largest chain, we lead in the quality of our products and the services we offer. To further enhance this we have struck a strategic deal with the Casino Group to be the exclusive importer of their Casino branded products to be sold in Spinneys branches across the country. This is an important collaboration between a leading European and a leading Lebanese company, the professionalism and values of both will complement each other to the benefit of the Lebanese consumer. We look forward to working with Casino Group to deliver the best of France to the best of the Middle East. In a continuing approach to strengthen the development of the Casino brand internationally and particularly in the Middle East, the launch of the partnership with Spinneys, a leader in its market, is promising for the Casino Group. The possibility of introducing Casino products to Lebanese consumers is a real opportunity to promote the French style know-how in terms of quality and innovation, in nutritional composition and respect for the environment. Casino Group founded in 1898 is a leading player in the French retail market with more than 12,000 stores in France and around the world. Founded in 1924, Spinneys has been providing Lebanese consumers with an unrivalled, customer-centric shopping experience.

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