

Intermarché and Casino group cooperate in France to purchase national brands

Intermarché, a chain of independent business managers, and Casino group have decided to cooperate in purchasing starting with negotiations for 2015.

This peer-to-peer partnership applies to France only. It aims to optimize the two partners' purchases and, at national level, to improve services offered to suppliers, on leading brand goods produced by multinational groups, in both food and non-food.

The partnership will not apply to private label products, nor to traditional fresh farming or fishing produce, or to national brand products supplied by SMEs or mid-sized companies.

Intermarché and Casino group will continue to manage and develop their marketing strategies and outlets separately, thereby keeping their respective stores totally separate.

Thanks to this partnership, Intermarché and Casino group customers will continue to benefit from the competitive animation between the two groups' stores. This partnership will help to sustain the diversity of retail groups operating in the French market.



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