



## The International Retail Expert's First Attendance at Gulfood 2020

- Organic products at the heart of the strategy
- Private labels part of Casino DNA with constant innovation

From February 16<sup>th</sup> to 20<sup>th</sup> 2020 at Dubai World Trade Center

**United Arab Emirates; XX January 2020 - :** [CASINO GLOBAL PARTNERSHIPS](#), the strategic division in charge of the CASINO GROUP international development, is proud to announce its first participation at [Gulfood 2020](#), taking place from 16<sup>th</sup> to 20<sup>th</sup> of February 2020 at the Dubai World Trade Centre.

Historic player in French retailing since 1898, the Casino Group is above all one of the world leaders in food retailing with more than 12,000 stores in France, Latin America and the Indian Ocean undertaking a yearly turnover worth 38 billion euros.

Considered as the major line of Casino Group international business development, **Casino Global Partnerships** establishes several strategic partnerships with strong local players. Those partnerships are of different nature, from Affiliation & Franchise Contracts, Products Supply, and Services Agreements.

Affiliation & Franchise are based on long-term agreements with significant local retailers. The number of affiliated stores worldwide reached 222 in 2019, spread over more than 50 territories. Via **Casino Global Partnerships**, the Casino Group is intensifying the presence of its innovative banners in the world by concentrating its strength in high development potential regions in Europe, Africa, Middle East and Asia.



With more than 14,000 products, the Casino Group is the first retailer offering the largest private label range. **Casino Global Partnerships** benefits from this competitive advantage and supplies the Casino Group private labels to important local retailers, leaders in their markets.



**Casino**  
PRODUITS DE QUALITÉ DEPUIS 1901

**Casino** Délices **franprix**



### "Organic products at the heart of our strategy"

"We aim to become THE #1 Organic Products distributor in France by reaching a 1.5 Bn€ turnover in 2021. Since 2018, we have developed a large range of delicious eco-friendly recipes and products to be in-line with the growing trend of eco-conscious consumers. With more than 500 products existing and a strong innovative program for 2020, we continue to reinforce our commitment to propose the best and largest organic assortment to our customers", commented Laurent ZECRI, Casino Global Partnerships Managing Director.



### "Private labels are part of Casino DNA with constant innovation"

With more than 20 different brands from grocery to beauty, Casino group attaches great importance to innovation. Each year, the Casino group launches more than 1,000 new products through all the different private labels. For the last years, Casino launched new range of innovative products like:

- **"Veggie"**: a dedicated vegan products range
- First vegetable frozen range without pesticide residues
- A complete beauty products line based on the natural properties of fruits and plants
- **"Sincère"**, a new eco-responsible and committed brand of Casino, made with natural, organic and recycled materials, while following environmental-friendly manufacturing processes.



### "3 good reasons to come and meet the company during the show:"

- 1/ **Casino Global Partnerships** became a major expert in supplying products through dedicated export platforms,
- 2/ **Casino Global Partnerships** is proposing tailor-made product assortments to its clients,

3/ **Casino Global Partnerships** is giving professional and experienced expertise in the realization of store plans lay out, and interior design, in line with its successful store concepts in France.

Providing professional training programs to retailer's managers and employees, **Casino Global Partnerships** can also organize temporary immersion sessions within the Casino Group's stores in France.

The representatives will be pleased to meet with gulfood visitors to introduce their banners, product brands and services on the French Pavilion, located on Sheikh Saeed 1, stand **S1-M45**.