

merison the art of kitchen & living

Merison Retail B.V.
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The Netherlands

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P R E S S R E L E A S E

Merison receives Albert Heijn Partnership Award.



Last Monday, 10 October, Merison Retail was presented with the Albert Heijn Partnership Award 2011. Michael Moore (CEO Merison) received the award from Casper Meijer (Director of Merchandising Albert Heijn) during the annual Suppliers Day, attended by over 1000 people representing all of Albert Heijn's major suppliers.

Merison received the award for its creative ideas, reliability and excellent co-operative approach that has already spanned 15 years.

Every year, Albert Heijn hands out awards to its partners and suppliers for product innovation, known to the public as the Allerhande Awards. This year Albert Heijn also handed out three Partnership Awards. The winners of the Allerhande Awards are chosen by the public, the Partnership Awards are chosen by Albert Heijn. It was the first time that an award has been presented for the category non-food.

Merison supplies an important part of the non-food assortment for Albert Heijn, and is also a key partner involved in the creation and sourcing of well known loyalty promotions.

"It is a great honour for Merison to receive a Partnership Award, especially when one considers the scale and breadth of Albert Heijn's supplier base. We have always worked very hard to grow with Albert Heijn's non-food strategy and needs. Receiving this award highly motivates our team to continue growing this fruitful cooperation." says Michael Moore.

Note to editors (not for publication):

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About Merison Retail:

Merison Retail B.V. is a specialist in the area of large-scale marketing and distribution of kitchen & living concepts and products. The company was founded in 1896 in The Netherlands. Its products are designed to compliment a retailer's non-food strategy, whether as part of a loyalty programme, a seasonal collection, a short term promotion or even as part of their permanent assortment. In order to fulfil these activities, Merison develops thorough marketing concepts. Merison has offices in the UK, Hong Kong, Germany and the USA. It carries brands like Jamie Oliver, Laura Ashley, Coca Cola, Kellogs and the Smurfs.

About Albert Heijn:

Albert Heijn B.V. is a supermarket chain founded in 1887 in Oostzaan, Netherlands. It is named after Albert Heijn, Sr., the founder of the first store in Oostzaan.

Albert Heijn is the oldest part of Ahold, and still has the largest market share in the Netherlands. The stores are full service supermarkets (as opposed to discounters) known for their focus on quality stores and products. This focus on quality is part of the reason that Albert Heijn is regarded as one of the more expensive supermarkets. However, after the recent price war - initiated by Albert Heijn itself and involving nearly all Dutch supermarket chains from late 2003 all the way into 2006 - the prices are now at a normal level. Also, Albert Heijn uses three distinct price levels at which the products are priced. These are: the 'A-brands', a Store brand and a discount brand named Euro Shopper. Their store brand is considered to be near as good as the a-brand products, but at a lower price. Euro Shopper products mostly include commodities with long shelf life. These products share the same simple packaging art to uphold the image of a no-nonsense, low price brand.

At the moment, its market share is around 30 per cent. Prices can be further discounted by using a customer discount card, called "Bonuskaart" in Dutch. Their logo is a stylised "ah".