



Spanish supermarket to open 14 new stores at BP gas stations

Spanish supermarket chain Hiperdino has announced plans to open 14 new stores in gas stations during 2016, with the current DinoBP sites having 155,000 registered customers, reported La Provincia.

Javier Puga, CEO of Hiperdino, explained the company's plans during a presentation where he detailed the expansion the convenience store chain wishes to execute in the fuel retailing business.

During 2015 Hiperdino has earned €843 million in sales, 2% more than last year, and they expect to reach €907 million for 2016.

The DinoBP programme, created by Hiperdino and British Petroleum (BP), has gone from 55,000 registered customers to 155,000 in just a year. The plan offers fuel discounts to clients who buy at the supermarket.