

Poland: First Carrefour BIO store opens in Warsaw

Poland is the fourth country to welcome Carrefour's BIO format.

Carrefour introduces a new format of organic certified food stores to Poland. A wide and varied offer of approximately 2,500 products awaits customers.

In accordance with the implemented strategy of nutritional transformation and in response to the needs of customers, the Carrefour chain opens in Poland the first store offering mainly organic food. Poland is the fourth country in which the concept of these stores will be developed.

Research shows that the main barriers to ecological shopping in Poland are the price of bio products that are more expensive than conventionally produced food and a lack of confidence in the quality of certified products. Carrefour seeks to democratize bio.

The first Carrefour BIO store in Poland offers 153 sq m of retail space and 27 sq m of coffee corner with free wi-fi, in which customers will be able to drink coffee or eat the purchased product.

Consumers who care about a healthy lifestyle and looking for high-quality products will find a wide range of organic products on store shelves. The assortment includes 250 types of fresh products, including vegetables and fruit sold by weight, meat, fish, as well as 2,200 packaged products, including wines and other alcohols. The store will offer as many as 250 Carrefour BIO own brand products, readily chosen and valued by customers for a low price and high quality.