

Petrol PLAZA

SPAR Austria partners with truck service station operator AP-Trading

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SPAR Austria is strengthening its forecourt SPAR Express concept by partnering with truck discount service station operator AP-Trading. The first SPAR Express store under this partnership has opened in Anthering, just outside Salzburg. Two more sites have been identified and will open during 2020.

“Following the successful opening of this pilot site, two more sites in Flachau and Kufstein will be developed as SPAR Express”, said Fritz Poppmeier, SPAR Executive Director for Retail.

“We have positioned ourselves on the market through offering a good price for fuels. To continue this advantage for customers now also in the forecourt stores is only logical,” stated KR Markus Friesacher, owner of AP-Trading. “For customers, the supermarket price guarantee is an important reason for the choice of their filling station and thus for us an additional traffic driver”, he added.

With a retail sales area of around 80m², the SPAR Express offers 1,500 items in total. The range

includes fresh fruit and vegetables from the region, oven-fresh bread and pastries, fresh meat, drinks, and charcoal for barbecues.

The origins of SPAR in Austria date back to 1954, but the current SPAR AG was created in 1970 when the original founding families joined with other regional wholesalers to form SPAR Austria AG. With licences granted by SPAR International, ASPIAG (Austria SPAR International AG) has developed SPAR in Slovenia, Hungary, Croatia, and Northern Italy.