



## UK: Asda to expand convenience arm on EG Group forecourts

**28 new Asda on the Move convenience stores will open on EG Group forecourts this year with a target of 200 by the end of next year and the ambition to roll out more sites in 2023.**

British supermarket chain Asda will expand in the convenience market with the launch of 28 new Asda On the Move stores this year, up to 200 sites next year and the ambition to roll out further stores in 2023, announced Asda as part of the company's Q2 investor update.

The launch follows the successful trial of five Asda On the Move stores, which have opened on EG Group forecourt sites since last October, as part of the supermarket's partnerships strategy to complete more shopping missions in one location.

The Asda On the Move rollout will begin next month, with sites opening in Knowsley, Crewe, Skelmersdale and Holtspur. Asda will supply the products on a wholesale agreement to EG Group, which will own and operate each site. The stores will open across EG Group's existing forecourt estate in the UK and are also expected to be situated on some new-to-industry sites as well.

Each site will be up to 3,000 square foot in size and stock up to 2,500 products, including a selection of Asda's premium 'Extra Special' range and a more extensive range of fresh produce and chilled lines. They will also include foodservice offerings from EG Group and their partner brands such as Greggs and Subway.