

Aral and Auchan launch My Auchan in Luxembourg

Luxembourg's leading service station operator Aral and Auchan Retail Luxembourg have joined forces to launch the country's first My Auchan convenience store in Schifflange.

Aral's Schifflange service station is the first in Luxembourg to adopt the My Auchan concept, giving customers the opportunity to combine their visit to the service station with a quick shopping experience including a range of fresh products to eat in or take away.

Customers will now be able to purchase everyday groceries and other essentials. "We noticed that our customers' habits were changing, particularly when it came to what they expected of our stores", explains Managing Director of Aral Luxembourg Romain Hoffmann.

The My Auchan grocery offering is much more extensive than the range of products currently sold at the Aral service station, offering customers a wider selection of fresh products, fruit and vegetables along with ready-prepared meals to eat in or take away.

The offering includes a large number of Auchan-branded products, along with a wide range of local and organic products. The Petit Bistro range has also been adapted to incorporate lots of new products.

"We have lent all of our expertise in the field of grocery shopping to the My Auchan project, along with our experience in Luxembourg's multicultural market. This latest development will provide customers with quick and easy access to a high-quality local offering", explains Cyril Dreesen, Managing Director of Auchan Retail Luxembourg.

Established in Luxembourg in 1957 as a supplier of high-quality fuels and lubricants, Aral now operates 47 service stations across the country.