

# SPAR Croatia – Once more the best retailer



SPAR Croatia started in 2005 with the first INTERSPAR Hypermarket in the north-Dalmatian city of Zadar. The company continued to grow, with the development of individual outlets and several company acquisitions, such as that of Billa Croatia in 2017. And in 2019 five new SPAR Supermarkets and one new INTERSPAR Hypermarket were created. The total of 115 stores generated a turnover of €722 million in 2019, which represents a growth of 5.0 per cent (exchange rate adjusted). 4,685 employees work for SPAR Croatia, and make a significant contribution to the success of the company. The Croatian trade journal "Ja TRGOVAC" ranked SPAR Croatia top in

a survey of 45 companies, making it Retailer of the Year. The assessment included such aspects as growth in sales, corporate social responsibility, sustainability, as well as investments made and the creation of new jobs. SPAR Croatia also offers its customers a particularly attractive, balanced range with many international branded goods, over 6,000 private label products, plus hundreds of regional and local products.

## Management:



**Helmut A. Fenzl**  
General Director

**Danijel Vidiš**  
Director

### FACTS & FIGURES 2019

Number of employees	4,685
Gross sales turnover	722 Mio. Euro
Growth in sales	5.0 % (exchange rate adjusted)

### STRUCTURAL DATA 2019

	Number of stores	Sales area in m <sup>2</sup>
SPAR	93	78,255
INTERSPAR	22	85,934
Total	115	164,189

[www.spar.hr](http://www.spar.hr)

# SPAR in Croatia

The administrative headquarter of SPAR Croatia is in the capital, Zagreb, where the strategic company decisions are made, not least those relating to further expansion. The logistics centre is situated in Sveta Nedelja.

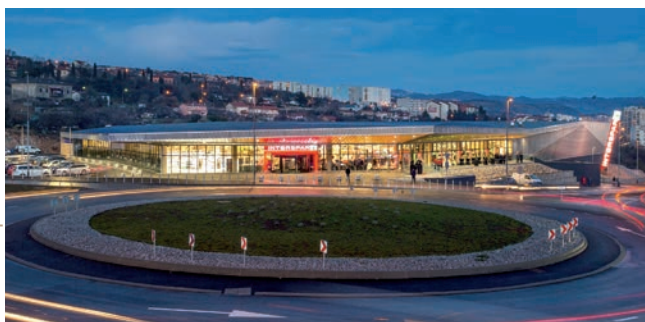
In the large INTERSPAR Hypermarkets in Zagreb, Osijek and Kaštela, near Split, SPAR operates its own regional bakeries for bread, patisserie and confectionery products.

## Store formats

From urban to rural, from residential development to the feel of historical locations: one of the cornerstones for the entrepreneurial success of SPAR is that it has the right retail concept for each site. With 93 SPAR Supermarkets, 22



**SPAR Supermarkets** are modern, full-line local suppliers with a wide range of fresh produce. With sales area of up to 2,000 m², SPAR Supermarkets offer a comprehensive range, professional customer service and attractive prices.



**INTERSPAR** is the store format that offers the largest sales area, with up to 5,000 m². INTERSPAR Hypermarkets offer a range of around 40,000 products. Particular highlights of INTERSPAR Hypermarkets are the fresh produce departments.



INTERSPAR Hypermarkets and twelve SPAR-owned Tutto Bene Cafés, SPAR Croatia clearly shows that it has the right solution for each site.



**SPAR City stores** are a hybrid form of SPAR Supermarkets, specially developed for busy urban sites. The range comprises between 4,000 and 7,000 products to satisfy customers' immediate needs.



**Tutto Bene** means SPAR Croatia also runs coffee houses. Here, customers can enjoy snacks (to eat in or take away), and excellent coffee in a trendy atmosphere.





## Range, products & private labels

SPAR Croatia has a wide range of international branded goods, and hundreds of regional and local products from Croatian producers. The more than 6,000 SPAR private label products form the foundations on which the range in Croatia is built, to which regional products are gradually added, such as the SPAR PREMIUM sheep's cheese from the island

of Pag. Particularly popular in Croatia are the SPAR quality brands, such as Italian goods in the DESPAR product line. The SPAR private label line, SPAR BBQ has enhanced the range diversity since 2019. SPAR BBQ offers Croatian barbecue fans 28 products, 24 of which are local, for the complete.



## Sustainability

SPAR Croatia is aware of its corporate responsibility on the issue of sustainability, hence it has been implementing numerous initiatives and measures in this field since its establishment. Plastic reduction, not least, is a message that is being pushed. SPAR Croatia was the first retailer in Croatia to offer milk and dairy produce in glass containers. Convenience products are available in packaging made from 80 per cent recycled material. Apart from this, SPAR Croatia has introduced re-usable nets for fruit and vegetables made entirely from recyclables. With its grocery donations to Caritas, SPAR Croatia is also an important partner for social organisations in the country. With regional products and support for local producers, the company is also making a contribution to local economic output, as was the idea when the company was established.

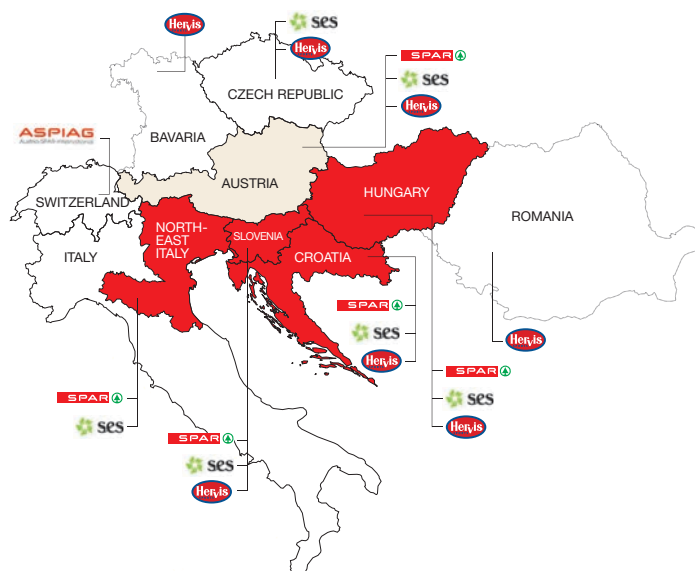
For more information on SPAR Croatia's sustainability issues: [https://www.spar.hr/hr\\_HR/o-nama/drustveno-odgovorno-poslovanje.html](https://www.spar.hr/hr_HR/o-nama/drustveno-odgovorno-poslovanje.html)



# The company at a glance

## SPAR Austria Group

SPAR Croatia is part of the SPAR Austria Group. SPAR Austria Group is a private Austrian family business, that was founded in 1954, in Kufstein (Tyrol). At first active in the food retail business in Austria, the company has grown over the past six decades into a Central European retail group and has since enjoyed exceptional success in the food retail, sports retail and shopping centre sectors in Austria, and also in eight other countries. SPAR has over 3,200 stores at home and abroad and employs over 85,000 people. Gross sales turnover for the SPAR Austria Group totalled €15.72 billion in 2019. [www.spar.at](http://www.spar.at)



## ASPIAG

ASPIAG (Austria SPAR International AG) was founded in 1990 as a subsidiary of SPAR Austria. The aim of ASPIAG was then, and still is today, to build up independent organisations in each country. SPAR currently has 1,384 stores in North-East Italy, Slovenia, Hungary and Croatia. SPAR Austria Group generates nearly half of its sales in these countries. In 2019 the ASPIAG countries achieved a turnover of €5.99 billion. ASPIAG's registered office is in Widnau (CH). [www.aspiag.com](http://www.aspiag.com)



## Hervis sports retail

SPAR has been operating very successfully for over 40 years in the sports retail business in Austria, Slovenia, Hungary, Czech Republic, Croatia, Romania and Germany (Bavaria) with its subsidiary, Hervis. In 2019, 237 stores generated a turnover of €510 million. No less than five per cent of sales are generated online. [www.hervis.at](http://www.hervis.at)

## SES Spar European Shopping Centres

The subsidiary SES combines all SPAR Austria Group's shopping centre activity. Market leader in Austria and Slovenia, SES is also active in Italy, Hungary, Czech Republic and Croatia. The majority of the 29 stores is owned by SES; for a few centres that SES does not own, SES assumes the management and leasing. In 2019, SES generated a gross annual retail turnover of €2.83 billion. [www.ses-european.com](http://www.ses-european.com)

