

PRESS RELEASE

Carrefour Launches the First BIO Store in the UAE

- UAE Minister of Climate Change and Environment inaugurates Carrefour BIO in City Centre Me'aisem to incentivise healthy, sustainable choices
- Specialised store covers organic, vegan, and free-from categories at unbeatable value
- One-stop-shop features Carrefour's first ever café as well as an indoor hydroponic farm to support farm-to-table lifestyle across the UAE

Dubai, United Arab Emirates, 25 February, 2022: Carrefour, owned and operated by Majid Al Futtaim in the UAE, has opened its first BIO store in the UAE, supporting healthier lifestyle choices as consumers call for improved availability, pricing, and education when it comes to organic produce. Featuring the retailer's first ever café and an in-store hydroponic farm, Carrefour's BIO store offers a state-of-the-art solution for those looking to make more sustainable swaps this year.

Aligned with the UAE Ministry of Climate Change and Environment's mission to protect the country's ecosystems and enhance its food and water security, Carrefour BIO was inaugurated in the presence of H.E. Mariam Bint Mohammed Saeed Hareb Almheiri, UAE Minister of Climate Change and Environment and Hani Weiss, Chief Executive Officer of Majid Al Futtaim Retail. Drawing on qualitative data studies around organic shopping in the UAE, the store has been specifically designed with health-conscious customers in mind. With over 3,000 items to choose from, the new concept store specialises in healthy and organic products spanning from food and beverages to beauty, personal, and home care items. Carrefour BIO supports organic living and promotes locally grown produce in line with UAE's National Food Security Strategy 2051.

Hani Weiss, Chief Executive Officer of Majid Al Futtaim Retail, said: "We are honoured to have gained the support of the UAE Minister of Climate Change and Environment as we seek to champion healthy living and forge a greener future together with our government. The development of Carrefour BIO is part of our ongoing mission to elevate retail and provide our customers with more choices. Choices that can protect the interests of their health, their wallet and the environment.

"Our research tells us that whilst healthy eating is now a huge priority, many consumers limit organic shopping as they perceive it as a more expensive option. This is exactly what Carrefour BIO seeks to solve, offering healthier alternatives at affordable prices to ensure the wellbeing of the entire community. Customers can now find healthy products, make conscious decisions whilst dining out and help save the planet one recyclable bag at a time – all under one roof in Carrefour's BIO store."

The store also offers a wide selection of fresh fruit and vegetables sourced from 100% organic certified farms, poultry and meat that is high in nutrients and contains no added hormones, plus organic-fed fish from approved piscaries, whilst catering to every dietary requirement with its extensive range of vegan, keto, free-from and dairy-free products.

Fresh greenery and wooden finishes bring the store to life, with a café providing visitors with nutritionally balanced meals and somewhere to unwind and relax. The brand's first sit-down dining concept offers all-day breakfast, delicious salads, fresh juices, and organic teas and coffees, as well as fan favourites from manakeesh to burgers with a plant-based twist.

Carrefour BIO offers recyclable paper bags and uses biodegradable packaging across its fresh products in line with the leading retailer's mission to eliminate single-use plastic from its operations by 2025. Customers will find refilling stations for water and detergents that are quick and easy to use and help to prevent excessive plastic consumption. The store also houses an innovative hydroponic farm to offset Carrefour's carbon footprint and bolster food security in the UAE.

The advanced store concept implements eco-friendly equipment to reduce energy consumption by as much as 15 per cent, plus digital price tags connected through WiFi offer a sustainable substitute to printed paper labels. What's more, all the tables and shelves have been made using recycled pallets, and a pick by weight sections seeks to reduce waste by allowing customers to bring home their desired quantities of nuts, spices, and dried fruits in recyclable paper bags.

As a trusted local partner creating value for the community, Carrefour has dedicated a special area of the store towards small and medium enterprises in the UAE. Unique displays showcase home-made products in support of local businesses, the economy, and the retail industry, whilst over 20 per cent of all the items in-store are exclusive to the private label brand "Carrefour BIO".

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About Carrefour

Carrefour was launched in the region in 1995 by UAE-based Majid Al Futtaim, which is the exclusive franchisee to operate Carrefour in over 30 countries across the Middle East, Africa, and Asia, and fully owns the operations in the region. Today, Majid Al Futtaim operates over 400 Carrefour stores in 17 countries, serving more than 750,000 customers daily and employing over 37,000 colleagues.

Carrefour operates different store formats, as well as multiple online offerings to meet the growing needs of its diversified customer base. In line with the brand's commitment to provide the widest range of quality products and value for money, Carrefour offers an unrivalled choice of more than 500,000 food and non-food products, and a locally inspired exemplary customer experience to create great moments for everyone every day. Across Carrefour's stores, Majid Al Futtaim sources over 80% of the products offered from the region, making it a key enabler in supporting local producers, suppliers, families and economies.

About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure to 'create great moments for everyone, every day'. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 17 international markets, employing more than 43,000 people, and obtaining the highest credit rating (BBB) among privately held corporates in the region.

Majid Al Futtaim owns and operates 29 shopping malls, 13 hotels and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, Mall of Oman, City Centre malls, My City Centre neighbourhood centres, and five community malls which are in joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in over 30 markets across the Middle East, Africa and Asia, operating a portfolio of more than 400 outlets including City+, the region's first checkout-free store, and an online store.

Majid Al Futtaim operates more than 600 VOX Cinemas screens as well as a portfolio of world-class leisure and entertainment experiences across the region including Ski Dubai, Ski Egypt, Dreamscape, Magic Planet, Little Explorers and iFLY Dubai. The Company is parent to a Fashion, Home and Specialty retail business representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon athletica, Crate & Barrel, LEGO and THAT, a Majid Al Futtaim fashion concept store and app. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management.

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