SPAR, the company
Founded in 1954 in Tyrol by Hans F. Reisch, together with 100 independent retailers, today SPAR has stores throughout Austria. Over the years, the SPAR Austria Group has grown to become a Central European retail group that sets milestones with its store architecture, marketing activities, assortment and logistics. The company is still family-owned to this day, and is therefore a 100 per cent private Austrian company.
The SPAR private labels assortment includes around 7,500 products in the food and non-food retail business. They offer particularly good value for money and are significantly less expensive than comparable branded products where such items exist. The range is constantly being expanded with the addition of new private label products. In Austria the turnover generated by SPAR private labels already accounts for more than 40 per cent of total turnover.

Healthy food campaign
SPAR promotes healthy and sustainable products, particularly through its private labels. Examples include:

- **Fighting sugar content:** the level of sugar in hundreds of private labels has been reviewed, the recipes adjusted, and the sugar content reduced.
- **Palm oil free:** 99 per cent of SPAR private label food products are palm oil free.
- **Buying fish with a clear conscience:** the WWF has graded all SPAR private label fish products as 100 per cent responsible.

SPAR always acts responsibly, demonstrating how to create a sustainable future. This includes:

- **Climate goals for 2050:** SPAR will reduce its greenhouse gas emissions by 90 per cent (from 2009 levels) by 2050.
- **Energy-efficient construction:** LED lighting, state-of-the-art cooling and heating technology with energy recovery systems and eco-friendly materials are used in supermarket construction.
- **Support for social organisations:** SPAR is one of the largest donors to Austria’s “Licht ins Dunkel” fundraising campaign and primarily supports children’s aid organisations and local associations. Each year millions in donations are handed over to social organisations.
- **Reducing plastic:** for years, SPAR has been avoiding and reducing the use of packaging where shelf life and product quality permit, while making all remaining packaging increasingly recyclable.
- **Food donations:** every SPAR supermarket located close to a food bank or social market donates food which can no longer be sold. In 2019 a total of over 5,600 tonnes of food were donated.

Download the sustainability report and access all other information at: www.spar.at/nachhaltigkeit
The SPAR head office is located in Salzburg. Six regional centers are responsible for managing and supplying the Austrian SPAR outlets in each of the regions. A product of its historical development, the company’s regional structure is unique in Austria and offers a competitive advantage, allowing the company to adopt a regional approach, as reflected in its product assortments, market management and suppliers.
TOP-QUALITY MEATS AND SAUSAGES
For over five decades, SPAR has been producing top-quality speciality meat and sausage products under the TANN brand, using only Austrian meat. The six regional TANN meat factories are continually creating innovative products. TANN is a major partner to Austrian agriculture.

TRADITIONAL BAKERIES
With eight regional bakeries, INTERSPAR is one of the few true bakers in Austria’s food retail business. Each year, around six tonnes of flour are lovingly processed by hand into a wide variety of baked goods. 100 per cent of the used flour comes from Austrian crops – something you can taste.

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SPAR PRIVATE LABEL COFFEE AND TEA
Coffee and tea from SPAR’s coffee roasting and tea packaging business, REGIO, based in Marchtrenk, Upper Austria, have been part of the SPAR assortment for decades. Every year around 130 million teabags with 90 different tea varieties and around 3,600 tonnes of roast coffee leave these state-of-the-art production facilities.

WINE MADE BY SPAR
At over 100 hectares, SPAR’s own WEINGUT SCHLOSS FELS in Fels am Wagram, Lower Austria, is one of Austria’s largest vineyards. The wealth of experience enjoyed by all those working at this vineyard ensures the wine they produce is of excellent quality. Owned by the SPAR Austria Group since 1986, it ensures that only the finest wines find their way onto the store shelves.

Key pillars: the SPAR retailers
SPAR’s history begins with its independent retailers. In 1954, pioneering wholesale and retail traders came together to pool their efforts under the SPAR brand. Today a total of 687 outlets are run by independent SPAR retailers.

SPAR as an employer:
secure jobs with a future
Being part of the SPAR family means finding exactly the right career from the many job opportunities on offer, receiving support in building a career, team spirit and much more. As Austria’s largest private employer and the country’s largest private apprentice trainer, SPAR offers its employees a wide range of social benefits. Employee satisfaction at SPAR is at around 80 per cent, and 86 per cent of employees recommend SPAR as an employer. Further information at: www.spar.at/karriere and www.spar.at/lehre

86% of SPAR employees recommend SPAR as an employer

Highlights 2019
- 2,000 local and regional producers supply SPAR with around 29,000 products
- 3,207 outlets at home and abroad, 1,577 of which are SPAR outlets* in Austria
- Around 85,000 people work for the SPAR Austria Group, over 45,700 of them in Austria alone
- More than 2,200 new jobs were created by the SPAR Austria Group at home and internationally
- 4.7% growth in turnover was recorded by the SPAR Austria Group at home and internationally
- EUR 15.72 billion in total turnover was generated by the SPAR Austria Group

*) excluding Hervis and SES
FOOD RETAIL BUSINESS, SPORTS RETAIL BUSINESS, SHOPPING CENTERS

SPAR ABROAD: ASPIAG
Outside Austria, SPAR has established itself in neighbouring countries. The international businesses have been managed by ASPIAG (Austria SPAR International AG) since 1990. The SPAR Austria Group in North-East Italy, Hungary, Slovenia and Croatia is highly successful in its core food retail business. The subsidiary Hervis is also present in the Czech Republic, Romania and Bavaria, while SES Spar European Shopping Centers operate in the Czech Republic as well. Consequently, the SPAR Austria Group today is based on three strong pillars: the food retail business, the sports retail business and shopping centers. For more information go to: www.aspiag.com/en/spar

SPORTS RETAIL BUSINESS: HERVIS
SPAR has been exceptionally successful in the sports retail business for over 40 years with its subsidiary Hervis. The trendy and varied range of goods, a broad service offering, competent advice and aggressive pricing have made Hervis an expert in the world of fashion and sports. Following its motto of “Get movin’”, Hervis symbolises the joy of exercise and a positive attitude towards life. Today Hervis is one of Austria’s largest sports retail chains. Hervis is enjoying growth, both in Austria and internationally. It is also an innovation leader, particularly in multichannel and store concepts.

SHOPPING CENTERS: SES SPAR EUROPEAN SHOPPING CENTERS
The SPAR Austria Group also includes Austria’s largest shopping center developer, constructor and operator, SES Spar European Shopping Centers. SES bundles all the SPAR Austria Group’s shopping center activities in a single company. Founded in 2007 as an independent corporate group within the SPAR Austria Group, today SES is one of Europe’s top shopping center developers. The market leader for large-scale retail property in Austria and Slovenia, SES also operates in Italy, Hungary, the Czech Republic and Croatia. SES develops, leases and manages both its own shopping centers and those belonging to investors. They include inner-city shopping centers, multi-functional urban centers, supraregional shopping attractions and Austria’s first managed shopping street. For more information visit: www.ses-european.com/en
SPAR offers its customers several types of stores, each specifically targeted and designed to meet particular customer requirements. The product assortment varies between 1,500 and 50,000 products, depending on the store type.

- **SPAR express forecourt stores** offer food at supermarket prices, seven days a week, over a sales area of 80 m².

- **SPAR supermarkets** are modern local suppliers carrying a full assortment of attractively priced products and with a large fresh food section. The sales area extends to nearly 1,000 m².

- **SPAR gourmet stores** are delicatessens offering a broad range of top-quality gourmet food (only in Vienna, Lower Austria and Burgenland).

- **EUROSPAR markets** offer an attractively priced range of fresh food and non-food products over a sales area of 1,000 to 2,000 m².

- **INTERSPAR hypermarkets** cover a sales area of 2,500 to 5,000 m² and provide a unique combination of up to 50,000 food and non-food products.

- **Maximarkt stores** in Upper Austria and Salzburg with a sales area of up to 5,000 m² are distinguished by their regional assortments, offered together with products from all over the world.