WELCOME TO SPAR AUSTRIA

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. SPAR is Austria’s leading food retailer.
SPAR PRIVATE LABELS

SPAR private labels are divided into a variety of quality and price levels, ensuring that the entire range of customer diets, preferences and budgets are all accommodated.

SPAR private label products are bestsellers, and excellently priced. They reflect the major trends in the food retail business, including organic and regional products, healthy eating, vegetarian and vegan alternatives, sustainability, convenience and premium products. SPAR private labels meet the highest quality standards.

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 products 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.

SUSTAINABILITY AT SPAR

For years, SPAR has been an advocate of organic and healthy food, sustainable farming, environmental protection and social engagement, always mindful of its social responsibility.

Climate goals: SPAR has committed itself to reducing its greenhouse gas emissions by 90 per cent (from 2009 levels) by the end of 2050.

Sustainable architecture: Long-term sustainability, as set out in the SPAR construction handbook, is achieved through the use of natural building materials such as wood and stone, and building systems chosen according to their energy efficiency.

Supporting good causes: SPAR provides fast and uncomplicated assistance where it is most needed. SPAR focuses its efforts on supporting social organisations and providing aid in Austria, through agencies such as Licht ins Dunkel, Caritas and Rettet das Kind.

Reduce plastic with SPAR: SPAR aims to sell a large proportion of its fruit and vegetables unpacked, in reusable containers as well as filling boxes brought by customers to the delicatessen counters.

Food is valuable: Only around one per cent of the food items on offer at SPAR remains unsold. Food which is still good quality is collected by a variety of social organisations. In most Austrian provinces, SPAR retrieves unsold bread and rolls, forwarding them for use in animal feed.
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.
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 690 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.
FOOD RETAIL BUSINESS

SPAR’s core business is, and remains, food retail in Austria. With around 1,800 outlets, SPAR supplies the entire country with high-quality foods: from Vorarlberg to Burgenland, there is hardly a local community in Austria without its own SPAR. Whether in major cities or small villages of only a few hundred inhabitants, across the country SPAR outlets play an essential role in providing access to modern neighbourhood stores.

SPORTS RETAIL BUSINESS: HERVIS

SPAR has been successful in the sports retail business for over 50 years through 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. Hervis is experiencing growth both in Austria and internationally and is also an innovation leader in areas such as multichannel and store concepts.

SHOPPING CENTERS: SES SPAR EUROPEAN SHOPPING CENTERS

SES bundles all the SPAR Austria Group’s shopping center activities in a single company and is the market leader for large-scale shopping malls in Austria and Slovenia. The company develops, leases and manages both its own shopping centers and those belonging to investors. SES shopping centers are modern marketplaces, attracting visitors with a perfect mix of shopping, services, entertainment and first-class dining.

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 Northern 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.
SUCCESSFUL STORE FORMATS

Tailor-made solutions for every location
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 super markets
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 express forecourt stores
Customers can choose from 2,000 to 2,500 everyday items.

SPAR gourmet stores
are a special type of SPAR supermarkets. These gourmet stores offer a broad range of top-quality foods and delicacies and are only located 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.