

**REWE** ■ ■  
GROUP

# PART OF YOUR WORLD.



**REWE**

**nahkauf**

**PENNY.**



Lekkerland

**toom** **||**

**BILLA**

**ADEG**

**BIPA**



Conway

**D&R**  
Touristik

## ***TOGETHER FOR A BETTER LIFE***

Identifying and understanding consumers' wishes and needs forms the basis of the work of our corporate group in each business segment – be it in supermarkets, discount stores, DIY stores and travel agencies, in store and online or on the go.

In this brochure, we provide an insight into the world of the REWE Group. We will show you just how diverse and individual our sales formats in trade and tourism are.



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# AT HOME IN TRADE AND TOURISM



As one of Europe's leading trade and tourism groups, the REWE Group is a constant companion in life – whether you buy food in stores or online, plan your next holiday, snack on the go or buy DIY and garden products.

## AS DIVERSE AS OUR CUSTOMERS' NEEDS

The REWE Group operates 15,550 stores and travel agencies in 21 European countries and employs around 380,000 people. In Germany alone, 280,000 people work in around 10,500 stores and in the headquarters locations. This workforce includes 10,300 young people who are being trained by the REWE Group.

In Germany, the REWE Group offers training and dual courses in 43 occupations in trade, including IT, and in the tourism sector. Each week, more than 73 million customers go to the company's stores and travel agencies across Europe.

Including the revenue generated by the independent REWE retailers, the REWE Group produced total external revenue of 76.5 billion euros during the 2021 business year. At more than 54 billion euros, the company generated more than 70 per cent of its revenue in Germany.

## 15,550

stores and  
travel agencies



## A FIRM EYE ON THE FUTURE

REWE (Revisionsverband der Westkaufgenossenschaften) was established in 1927 by 17 purchasing cooperatives. The aim was to jointly organise the purchase of food. The result of this effort is a cooperative corporate group whose identity is shaped by the values of solidarity, collaboration and alliance, as well as the principles of sustainability. Even today, the around 1,800 independent REWE retailers form the heart of the company and serve as innovative forces in the company's development. More than 90 years after its foundation, the REWE Group has become a successful corporate group.

The REWE Group responds to the changing needs of its customers and works on providing them with the best shopping experience – in stores as well as online. The company is a pioneer in e-commerce for food and drives the digitalisation of all its business models by making significant investments, supported by its top-performing and committed retailers, managers and employees in all areas and on all levels of the company.

## FORMATS OF THE REWE GROUP

The formats of the REWE Group are just as diverse as its customers' wishes and needs. In the food retail sector, the REWE Group operates supermarkets with fresh foods and items customers need each day (REWE, nahkauf, BILLA, ADEG), large consumer stores with wide product ranges (REWE CENTER, BILLA PLUS) and discount stores (PENNY, PENNY Market) that are known for their inexpensive ranges.

The company also operates innovative convenience stores (REWE To Go) and engages in e-commerce activities.

## 76.5 bn

total external revenue,  
REWE Group, 2021



The REWE Group's expertise in trade is not just limited to food retail. Specialist stores are also part of its format portfolio.

In Germany, the REWE Group operates service-focused DIY stores (toom Baumarkt) and DIY stores for price-conscious do-it-yourselfers (B1 Discount Baumarkt). In addition to food and DIY stores, the production businesses Glocken Bäckerei and the quality butcher Wilhelm Brandenburg belong to the REWE Group's portfolio. They produce high-quality store brand products for the REWE and PENNY stores.

In 2020, the Lekkerland Group became part of the REWE Group. The company supplies petrol stations, news stands, convenience stores, bakeries, food retailers and quick-service restaurants.

## THE REWE GROUP AND ITS INTERNATIONAL MARKETS

The REWE Group has been successfully doing business in Central and Eastern Europe since the 1990s. Today, the company conducts food retail business in 12 European countries besides Germany. The REWE Group produces nearly 30 per cent of its total external revenue outside Germany. Austria is the company's top revenue-generating international market. There, the REWE Group is present in food retail with its BILLA supermarkets, BILLA PLUS consumer stores and PENNY discount stores. The portfolio is rounded out by BIPA drugstores and the stores operated by independent ADEG retailers.

The REWE Group operates the following stores in the remaining countries: BILLA in Bulgaria, Slovakia and the Czech Republic; PENNY in Italy, Romania, the Czech Republic and Hungary; BIPA in Croatia; and IKI in Lithuania. In addition, the group operates in the Netherlands with Lekkerland and in Belgium and Spain under the Conway brand.

## DER TOURISTIK GROUP: THE EUROPEAN NETWORK OF EXPERTS

The REWE Group has been active in travel and tourism since 1988. Today, one of the leading tourism groups in Europe is operating under its umbrella: the DER Touristik Group. The company is on a course of internationalisation and has expanded its business activities in recent years. One example is the acquisition

of Kuoni's tour operator and sales activities in 2015. The network of the company's own destination agencies has expanded as well and focuses on the assistance of guests on location. Recently, the DER Touristik Group expanded in the Eastern European market by acquiring Travel Brands in Romania and Fischer in the Czech Republic. Today, more than 20 tour operators – including DERTOUR, ITS, Kuoni, Apollo, Exim Tours – and around 30 specialists in the premium segment and for specific target groups are part of the REWE Group's tourism division.

With its own travel sales business, including the DERTOUR Reisebüro sales locations, DERPART and the travel agency partners of the DER Touristik Partner-Service, DER Touristik has Germany's largest group-bound sales business. The sales business in Switzerland, Great Britain and France is operated by Kuoni travel agencies. In Eastern Europe, the company is represented by DERTOUR and Fischer travel agencies. Overall, the DER Touristik Group operates some 2,300 travel agencies across Europe. Those looking to book their perfect trip online can find numerous offerings on portals such as dertour-reisebuero.de, Prijsvrij Vakanties or lastminute.ch. Seven hotel brands are other mainstays of the DER Touristik Group.

## THE DIGITAL BUSINESS MODELS OF THE REWE GROUP

With our technology subsidiaries fulfillmenttools and Paymenttools, we accompany customers to many stations along the omnichannel customer journey – from the intelligent distribution of online orders to fulfilment centres and stores or the direct handover to shipment service providers through to the processing of the payment transaction. What separates us from the rest is that hardly any other company in Germany also offers its entire proven omnichannel ecosystem to third parties in the market.

### fulfillmenttools

by REWE digital

Founded in the innovation hub of REWE digital in Cologne and equipped with the experience of the e-food market leader REWE delivery and pick-up service, fulfillmenttools is available to commercial companies of all sectors and covers all product groups and all delivery and pick-up models. The platform combines e-commerce and store networks and, in doing so, digitally supports all steps, from order receipt and shipment through to handover to the customer – including returns. For retailers, fulfillmenttools thus creates more efficient (in-store) fulfilment processes, a better use of resources and more flexible options for reacting to changes in the market. At the same time, retailers can offer their customers a perfect omnichannel shopping experience. From a technology perspective, the cloud-based service as a solution (SaaS) is founded on a state-of-the-art software architecture, which makes it fast and able to be implemented step by step, smoothly scalable and able to be adapted to the needs of modern retailers without any problems.

[fulfillmenttools.com](https://fulfillmenttools.com)

### paymenttools\*

As a payment service provider, Paymenttools offers retailers not only access to the payment processes they need for doing business today, but also to those which will be necessary for doing business tomorrow. Payments should be seamless, easy and fast – which is why Paymenttools processes cashless payments for retailers. Paymenttools provides the infrastructure to this end and ensures that all funds make it to their destination easily, regardless whether payment is made using girocard or credit cards such as VISA, Mastercard, American Express or Payback Pay.

[paymenttools.com](https://paymenttools.com)

## REWE GROUP – KEY FIGURES 2021

<b>REWE Group<sup>1</sup></b>		<b>2021</b>
<b>Total External Revenue</b>	bn euros	76.45
Germany	bn euros	54.12
<b>Number of Stores and Travel Agencies</b>		15,554
Germany		10,492
<b>Number of Employees</b>		379,007
Germany		280,232
<b>Independent Retail</b>		
<b>Revenue</b>	bn euros	18.96
Germany	bn euros	18.52
<b>Number of Stores Supplied</b>		6,343
Germany		5,951

<b>REWE Combine</b>		<b>2021</b>
<b>Combine Revenue<sup>2, 3, 4</sup></b>	bn euros	69.36
<b>External Revenue Business Segments</b>		
Retail Germany	bn euros	35.03
Retail International	bn euros	15.65
Convenience	bn euros	13.66
DIY Stores	bn euros	2.35
Travel and Tourism	bn euros	2.04
Other <sup>5</sup>	bn euros	0.62

<sup>1</sup> REWE Combine as well as at-equity entities, shareholdings and independent retailers

<sup>2</sup> From continuing operations

<sup>3</sup> According to IFRS

<sup>4</sup> Excluding at-equity entities, shareholdings and independent retailers

<sup>5</sup> The prior-year figures have been adjusted due to discontinued operations

<sup>6</sup> The reported revenue comprises the external revenue of the combine headquarters and the segments EHA and IT

As of: June 2022

## REWE GROUP – AT A GLANCE 2022

### AT A GLANCE

<b>RETAIL GERMANY</b>	
<b>RETAIL INTERNATIONAL</b>	
<b>CONVENIENCE</b>	
<b>DIY STORE</b>	
<b>TRAVEL AND TOURISM</b>	
<b>OTHER</b>	
<b>FOREIGN COUNTRIES</b>	<p><b>AUSTRIA</b> BILLA, PENNY, BIPA, ADEG, DERTOUR, JAHN REISEN, MEIERS WELTREISEN, BILLA REISEN · <b>BELGIUM</b> CONWAY, KONING AAP · <b>BULGARIA</b> BILLA · <b>CROATIA</b> BIPA · <b>CZECH REPUBLIC</b> BILLA, PENNY, DERTOUR, JAHN REISEN, MEIERS WELTREISEN, EXIM TOURS, FISCHER GROUP · <b>DENMARK</b> APOLLO · <b>FINLAND</b> APOLLO · <b>FRANCE</b> KUONI · <b>GREAT BRITAIN</b> KUONI · <b>HUNGARY</b> PENNY, DERTOUR, JAHN REISEN, MEIERS WELTREISEN · <b>ITALY</b> PENNY · <b>LITHUANIA</b> IKI · <b>NETHERLANDS</b> LEKKERLAND, PRIJSVRIJ VAKANTIES · <b>NORWAY</b> APOLLO · <b>POLAND</b> DERTOUR, JAHN REISEN, MEIERS WELTREISEN, EXIM TOURS · <b>ROMANIA</b> PENNY, DERTOUR · <b>SPAIN</b> CONWAY · <b>SWEDEN</b> APOLLO · <b>SWITZERLAND</b> KUONI, HELVETIC TOURS, ITS COOP TRAVEL · <b>SLOVAKIA</b> BILLA, DERTOUR, JAHN REISEN, MEIERS WELTREISEN</p>

As of: June 2022

# TAKING ACTION FOR A BETTER LIFE



## THE FOUR PILLARS OF SUSTAINABILITY

Responsible action according to the idea of community is a key feature of the corporate culture at the cooperatively organised REWE Group. The company believes it will be able to continue growing in the long term only if it conserves resources, treats employees and partners in a fair, trusting manner, and contributes to society.

Group-wide sustainability management is based on four pillars: “Green Products”, “Energy, Climate and the Environment”, “Employees” and “Social Involvement”.



### GREEN PRODUCTS

The Green Products pillar comprises these areas of action: humans, animals, environment and nutrition. The REWE Group advocates for climate action in the supply chain and improving social and ecological standards. Developing more sustainable product ranges is just as important in the Green Products pillar as promoting the consumption of more sustainable products and services.

### ENERGY, CLIMATE AND THE ENVIRONMENT

The Energy, Climate and the Environment pillar includes the areas of energy efficiency, emissions relevant to the climate and conserving resources. The company’s strategic aim is to make an active contribution to climate action and resource protection and to keep negative impacts on the climate and the environment at the lowest possible level. The REWE Group

is engaged in activities that are relevant to the environment and that are part of its business operations. The company’s aim is to use resources sparingly and to increase the use of recycled and more sustainable materials. One example is the REWE Green Building concept that uses energy-efficient technology, the best insulation materials, more sustainable building materials and regenerative energies.

### EMPLOYEES

For the Employees pillar, the REWE Group has defined five areas of action: values and culture, training and development, health and safety, job and life phases, and diversity and equal opportunities. The REWE Group stands up for fair remuneration, additional benefits that go beyond the standard wage, flexible working hours in line with the individual needs of its employees and individual offerings that support work-life balance.

### SOCIAL COMMITMENT

The fourth pillar, Social Commitment includes four areas of action: healthy nutrition and exercise, opportunities for children and young people, awareness for food as well as biodiversity and environmental protection. REWE focuses on the area of healthy nutrition and exercise. PENNY focuses on the areas of reducing food waste as well as the area of equal opportunities. In travel and tourism, the company is committed to improving social living conditions in holiday destinations.

[rewe-group-nachhaltigkeitsbericht.de](https://www.rewe-group-nachhaltigkeitsbericht.de)



### SAVING RESOURCES, PROTECTING THE ENVIRONMENT.

The REWE Group has anchored the more environmentally friendly design of packaging in an overarching strategy. Wherever possible, the group aims to avoid, reduce or make packaging more eco-friendly. By the end of 2030, all store brand and service packaging at REWE, PENNY and toom Baumarkt DIY stores are to be optimised with regard to their environmental friendliness. To this end, the REWE Group uses alternative packaging options such as grass paper, reusable fresh-food nets and adhesive banderoles or labels rather than film packaging. Fruit and vegetables are also offered without packaging. The

REWE Group is the first food retailer to introduce drink bottles for its own brands made from 100 per cent recycle.

### CERTIFIED EMPLOYER

For more and more employees, balancing work and their private lives is a key factor when deciding where to work. The REWE Group is responding to this trend by committing to a future- and life-phase-oriented personnel policy. Having been awarded the certificate “audit berufundfamilie” in 2011, the company has chosen a verifiable and systematic way to balance work and family more consistently and to integrate a family-oriented personnel policy into the corporate culture.

## FOR HIGH STANDARDS OF ANIMAL WELFARE

As a food retailer, produce from livestock farming plays an important role for us. When it comes to animal products such as meat, eggs and dairy produce, the REWE Group takes its responsibility to promote and be involved in the development of high animal welfare standards very seriously. We are involved in a wide range of initiatives to raise animal welfare standards and have formulated clear requirements for the sustainable production of products of animal origin. Through close cooperation with business partners, scientists and NGOs, we have already improved industry-wide animal welfare standards.

Our overriding goal at REWE and PENNY:

- By the end of 2030 at the latest, the aim is that the entire store brand fresh-meat product range (pork, beef and poultry) will be sourced from husbandry levels 3 and 4

Intermediate goals:

- Since the end of 2021, all store brand fresh eggs of the REWE Group have been produced without the culling of male chicks
- By the end of 2025, the aim is that all store brand drinking milk will be sourced at least from husbandry level 2 and, by the end of 2030, from husbandry level 3

# RETAIL GERMANY



## REWE: ONE STORE, ALL POSSIBILITIES

Healthy, high-quality products day after day – this is what customers find at the around 3,700 REWE stores in Germany. Depending on their size, regular REWE stores serve customers with between 9,000 and 40,000 items on a sales area of 500 square metres to 3,500 square metres. With its own store brands, REWE offers the highest-quality products even under its brand name.

In addition to regular REWE stores, the company operates REWE CENTER and nahkauf stores. Moreover, customers can order food online and have it delivered or pick it up at the REWE pick-up service store.



**REWE CENTER** enables customers to experience enjoyment. The consumer store combines a huge food selection with an innovative design concept. The result is a special shopping experience. Large service counters and attractive non-food ranges round out the offer.

On a sales area of 3,500 square metres to more than 6,000 square metres, REWE CENTER offers around 40,000 items. In addition, the format includes hyperstores with more than 8,000 square metres, 60,000 items, integrated gastronomy and special services.

REWE is the first food retailer in Germany to combine an online shop with a pick-up and delivery service. Using REWE's online supermarket, the weekly shopping is done with only a few clicks – around the clock.

# 40,000

items  
REWE CENTER



Since 2011, customers can easily order their products at [shop.rewe.de](http://shop.rewe.de) and have them delivered to their doorstep by **REWE LIEFER-SERVICE** in 75 cities and their surrounding regions. The range of around 12,000 different items on average includes the assortment of REWE supermarkets with, among others, fruit and vegetables, dairy products, frozen foods, meat and sausage products, beverages and drugstore items.

In over 1,500 **REWE PICK-UP SERVICE STORES** as well as the first pick-up stations across Germany, customers can pick up the products they ordered via mouse click within a few minutes. [rewe.de](http://rewe.de)



## PENNY – SUSTAINABLE, CLOSE AND UNCONVENTIONAL

PENNY is the discount store in the middle of people's lives that offers high-quality products, customer-focused ranges with a large choice of fresh products and favourable prices at all times in its around 2,140 stores.



“Erstmal zu Penny” (“Penny first”) is the slogan of the discounter in Germany. Easy accessibility, customer-friendly business hours – for example as late as 11 p.m. in some cases – and a varied range of demand-oriented store brands, such as Naturgut with many innovative organic products or the vegan store brand Food For Future, provide customers with the highest level of flexibility and convenience in a discount store.

As the first German discount store to do so, PENNY is testing the Bringoo delivery service in the Cologne, Berlin and Hamburg metropolitan areas. [penny.de](https://www.penny.de)



## NAHKAUF: REWE'S LOCAL SUPPLIER

The small nahkauf stores feature a regional selection of products and personal advice by the individual independent retailer. The stores have a sales area of 400 square metres to 800 square metres and can be found in both rural and urban locations.

[nahkauf.de](https://www.nahkauf.de)

## KÖLNER WEINKELLER

Kölner Weinkeller is one of the largest wine shops for international premium wines in Germany and has been awarded the prize of best specialist supplier several times. In the historic vaulted cellar (of 1937) in Cologne, around 4,000 different wines are stored in a perfect climate on an area of more than 2,000 square metres. Customers can also order all wines of the assortment from the online shop. [koelner-weinkeller.de](https://www.koelner-weinkeller.de)

## WEINFREUNDE.DE

Weinfreunde.de complements REWE's wine competence as a specialist shop. On the website, customers who are excited about wine find the right wine for every occasion and taste easily and quickly. They can choose from a range of around 1,000 wines and sparkling wines. [weinfreunde.de](https://www.weinfreunde.de)

## ZOOROYAL – FOR PETS LIKE YOURS

ZooRoyal Petcare GmbH is an online shop for pet supplies. Founded in 2008, ZooRoyal offers a range of over 10,000 items including supplies for aquariums, dogs, cats, terrariums, small pets, ponds and birds. Available online and in many REWE stores, customers will find products of the exclusive brands ZooRoyal, Moon Ranger, ZooRoyal Minkas Naturkost, ZooRoyal Charlys Naturkost and ZooRoyal Tigrooo. Since April 2022, ZooRoyal has also welcomed customers at the bricks-and-mortar ZooRoyal speciality pet shop in Norderstedt.

[zooroyal.de](https://www.zooroyal.de)



# RETAIL INTERNATIONAL



## BILLA: IN THREE COUNTRIES IN CENTRAL AND EASTERN EUROPE

The supermarket format BILLA, which has been active in foreign countries for almost 30 years, is now represented in the three Central and Eastern European (CEE) countries of Bulgaria, Slovakia and the Czech Republic. BILLA focuses on freshness, the highest quality and regional products wherever possible. Despite strong competition, the stores in these countries are very successful and make positive

contributions to the group's result. Store brands like BILLA or clever are available there as well. Brands such as BILLA Naše BIO ("BILLA our BIO", in the Czech Republic) underline the company's conscientious approach to sustainability and the commitment to regionality in the BILLA CEE countries.

[billa.bg](http://billa.bg), [billa.sk](http://billa.sk), [billa.cz](http://billa.cz)

## ADEG: LOCAL STORE IN AUSTRIA

The driving forces at ADEG are its independent retailers – entrepreneurs by tradition and conviction with deep roots in their home region. These are individuals who possess years of experience, a passion for food, an exceptional feel for their customers and a vast reservoir of knowledge about regional products. They are multifaceted and modern entrepreneurs who enthusiastically

welcome their customers each day and provide them with a special piece of home because they know and fully understand the needs, wishes and lives of these individuals. A number of partners are also supplied along with the ADEG retailers – from petrol stations shops run by various oil companies to ethno stores.

[adeg.at](http://adeg.at)



## BILLA IN AUSTRIA

The company operates more than 1,200 stores across Austria, including BILLA, BILLA PLUS, BILLA Corso and the BILLA online shop. BILLA stands for a broad selection of products with a large gourmet department, a wide variety of fresh foods and a focus on Austrian products. BILLA and Austria are linked by a unique success story: as a pioneer in the Austrian

food retail sector, BILLA provides foods and products at fair prices every day. The range includes branded products and store brands such as Ja! Natürlich organic products, high-quality products of the BILLA store brand and the entry-level brand clever. [billa.at](http://billa.at)



## BIPA: DRUGSTORES

BIPA is a modern drugstore for everyone that offers attractive prices and products from the worlds of care, beauty and wellness. At BIPA, customers find more than 15,000 international branded products and store brands such as BI LIFE, BI CARE, BI HOME, BI COMFORT, BI STYLED, BI KIDS, bi good, LOOK BY BIPA and

BABYWELL, in the make-up, perfume, body care and household product segments. The company employs more than 4,000 people in around 600 stores across Austria, and BIPA also operates an online shop. Over 100 stores in Croatia offer plenty of space for shopping experiences. [bipa.at](http://bipa.at), [bipa.hr](http://bipa.hr)



## IKI: SUPERMARKETS IN LITHUANIA

IKI operates the second-largest branch network in Lithuania, creating a special shopping experience. The stores have their own bakeries, a large gourmet production and their own fish processing, guaranteeing freshness every day. In addition, IKI is one of the country's largest employers and is constantly setting standards for store modernisation and innovation. For instance, IKI was the first retailer to introduce self-service cash registers in Lithuania. Moreover, IKI is the first retailer in the Baltic



States to implement an automated DIP (work resource planning) system in its stores, an intelligent system based on AI technologies. [iki.lt](http://iki.lt)



## PENNY: FRESHNESS AND QUALITY AT THE BEST PRICE

For more than 25 years, PENNY has been popular and successful in Europe outside of Germany as well. Customers in Austria, Italy, Hungary, the Czech Republic and Romania appreciate the range that suits every taste. Always typical of the country, it is complemented by weekly changing offerings. Every day, around 1,600 modern stores present fresh, high-quality and, wherever possible, regional products.

In Austria the company operates 305 stores, in Hungary there are 227 stores and in the Czech Republic PENNY is even the market leader with 399 stores. In Romania PENNY is active with 301 stores. In Western Europe the discount business is focused on Italy, where the 404 PENNY stores position themselves to meet the needs of customers by means of a regional range policy.

PENNY is permanently extending its branch network by opening new stores and by modernising existing stores. In the process, PENNY attaches great importance to an environmentally friendly and sustainable store design.

[penny.at](http://penny.at), [penny.cz](http://penny.cz), [penny.hu](http://penny.hu), [pennymarket.it](http://pennymarket.it), [penny.ro](http://penny.ro)



# CONVENIENCE



## LEKKERLAND GROUP: SPECIALISTS FOR SNACKING ON THE GO

Lekkerland is the specialist for snacking on the go, offering innovative services, customised logistics and a broad wholesale range in four European countries. The group focuses on the needs of customers and consumers according

to the company's vision: "Your most convenient partner". The group supplies petrol stations, news stands, convenience stores, bakeries, retailers and quick-service restaurants.

Besides Germany, the Lekkerland Group is also represented in Belgium, the Netherlands and Spain. In Belgium and Spain, the group operates under the Conway brand. In 2021, Lekkerland served around 74,500 sales locations and employed around 5,100 people across Europe. Revenue amounted to 13.7 billion euros. In 2020, the company became part of the REWE Group.

### TAILOR-MADE CONCEPTS WITH ADDED VALUE

Each retail partner – whether they operate nationally or internationally, as branch stores or independently, locally or regionally – is provided with a sophisticated overall concept including tailor-made services, from assistance regarding the product range to logistics.

### REWE TO GO: FAST. FRESH. FOOD

The REWE To Go convenience concept for highly frequented locations is well suited for snacking on the go: at the train station, while shopping or during lunch breaks. It offers around 1,000 items on a sales area of 100 square metres to 300 square metres.

In 2016, REWE To Go and Aral began a long-term cooperation. In future, around 1,000 Aral petrol stations are planned to be complemented by the convenience concept. Today, customers can find REWE To Go shops at around 600 Aral petrol stations.

As part of this value chain, Lekkerland sets standards in terms of ranges, logistics and IT for its internationally operating large-scale customers. At the same time, Lekkerland offers its many thousands of independent local and national customers a flexible partnership. Lekkerland has solutions to each request, large or small, for a maximum in terms of products, services, comfort and reliability.

[lekkerland.de](https://lekkerland.de), [lekkerland.com](https://lekkerland.com)

REWE To Go combines high-quality and fresh products with the advantages of the to-go concept. The aspiration of REWE To Go is to be: Just delicious. Just simple. REWE To Go serves its customers nearly around the clock, regardless of the occasion. REWE To Go always has a special selection. [togo.rewe.de](https://togo.rewe.de)



# DIY STORES



## TOOM BAUMARKT: RESPECT FOR DO-IT-YOURSELFERS

Expertise, service and a sustainable product range: at toom Baumarkt, home craftspeople find everything they need to realise their do-it-yourself projects. They get products, services and tips for modernising, renovating and designing their home. toom provides support everywhere and anytime, in one of its more than 300 stores across Germany or online at toom.de.

As a competent partner for do-it-yourselfers, it is of particular concern for toom to motivate its customers to realise their projects and to be creative. toom supports customers by offering expert services such as paint mixture, wood cutting and appliance and van rental, among others.

Service is not only a priority in the stores, however, but also in the digital world at toom.de, the online shop and in the toom app. In the

online shop, do-it-yourselfers have the choice: using Click & Reserve and Click & Collect, they can reserve their shopping online and pick it up at their nearest store free of charge – after just one hour. Alternatively, toom delivers products conveniently to customers' doors across Germany (Click & Deliver). In addition, through toom.de and the toom app, the company offers further ways to quickly and easily browse through the extensive product range, get inspiration and advice, discover attractive offers, and see all key information on the customer's local store at a glance.

With the new video advice tool, everyone is able to get the quick and expert support they need. In the spirit of the motto "Respekt, wer's selber macht" ("respect for those who do it themselves"), the video advice tool enables do-it-yourselfers to simply visit toom.de and virtually bring the right professionals to their house via video call, with no need for an appointment.

For toom, as a company that operates throughout Germany and a part of the REWE Group, sustainability and conservation of natural resources are important parts of the company's DNA. toom takes its responsibility for the environment and society seriously and is committed to environmental and climate action as part of numerous measures. With regard to products, among other things toom strives to constantly expand the circular economy to

make effective use of resources and to reduce waste accordingly or even avoid it entirely. Doing so enables toom to offer its customers, in particular with its store brand, environmentally friendly alternatives which can be recognised by the PRO PLANET label for more sustainable products.

Through outstanding quality, more sustainable products and lower prices, the toom store brand also lives up to its three-part aspiration: "Good for me. Good for the environment. Good for my wallet." And, at the same time, the DIY store chain can use its efforts and product range to also raise awareness for climate and environmental issues among the do-it-yourselfers and encourage them to become active themselves. [toom.de](https://www.toom.de)



## B1 DISCOUNT BAUMARKT: FOR THE PRICE-CONSCIOUS

With around 12,500 items, the B1 Discount Baumarkt DIY stores cover almost every need of traditional DIY product ranges for price-conscious home and professional craftspeople. The range consists of both branded products and inexpensive store brand items.

[b1-discount.de](https://www.b1-discount.de)

# A CONVINCING VARIETY – THE STRONG NETWORK OF THE *DER TOURISTIK* GROUP

## VARIETY AND COMPETENCE IN TOURISM: THE DER TOURISTIK GROUP

The DER Touristik Group is active in 16 European countries and combines a number of travel services under its umbrella. It represents the largest variety in the market and is one of the leading travel companies in Europe. Guests of the DER Touristik Group visit one of its travel agencies, make bookings via one of its online portals or travel with one of its tour operators to enjoy assistance by the employees of the company's own destination agencies, or they stay at one of the hotels of the DER Touristik Group.

The tourism division of the REWE Group serves its customers at different stages of their holiday. Being close to the customer and there for the guests is a top priority. The guests can see for themselves what the service promise of the DER Touristik Group means. With its network of experts, the DER Touristik Group is a reliable partner who works to ensure that each and every customer's travel dream is turned into the perfect experience. [dertouristik.com](http://dertouristik.com)



## STATIONARY BRANDS

The DER Touristik Group operates more than 2,300 travel agencies across Europe. In Germany, it has the largest group-bound stationary sales business with a strong branch network as well as franchise and cooperation offices. The DER Touristik Group also has a strong network of sales outlets in Switzerland, Great Britain and France with high-quality **KUONI STORES**. The focus here is placed on excellent service and a strong commitment to

quality. Customers of the business group also receive travel advisory services and sales at the counter in Eastern Europe – in such places as **EXIM**, **DERTOUR Reisebüro** or **FISCHER** agencies.

In Germany, the DER Touristik operates more than 480 travel agencies of the chain **DERTOUR Reisebüro** and others. About 1,800 travel experts assist customers at the agency,



by telephone or video call, online via [www.reise-spezialisten.com](http://www.reise-spezialisten.com) as well as in online chats and emails. Bookings can be made online via the portal at [www.dertour-reisebüro.de](http://www.dertour-reisebüro.de). The concept store in Berlin serves as a testing ground for new technical innovations for use in DERTOUR Reisebüro travel agencies.

The franchise system **DERPART** is a travel sales organisation with more than 40 years of experience. The more than 400 travel agencies and company services provide comprehensive

assistance and a high-quality range of offers. **DER Touristik Partner-Service (DTPS)**, established in 2001, is an umbrella organisation of different travel agency cooperations and the franchise system DER Touristik Partner-Unternehmen. DTPS represents the interests of all member agencies. It provides competitive advantages by providing support in the fields of technology, marketing, commissions and training.



## ONLINE BRANDS

Anyone looking for DER Touristik Group products online will also find what they need beyond tour operators' websites such as [dertour.de](http://dertour.de). **dertour-reisebuero.de** is a strong online sales brand in Germany that is closely linked to the DERTOUR travel agencies and DER Touristik sales. Customers have access here to the knowledge of travel experts and can book trips from an extensive range of offerings. In the Benelux countries, DER Touristik is showing how the tour operator business and the online world go together. The specialist **YourWay2GO** brings long-haul destinations and individual travellers together. Here, holidaymakers can put together their own trips and benefit from the employees' special knowledge. The travel specialist **KONING AAP** offers group and family trips primarily on the internet and the online travel portal **PRIJSVRIJ VAKANTIES** offers high-quality trips at favourable prices. In Switzerland, **LASTMINUTE.CH** bundles package offers from the tour operators on the Swiss and German travel market that become available on short notice.

## TOUR OPERATOR BRANDS

Individual, reliable, broad-based – the credo of the DER Touristik Group is reflected in its brand world. The service provided by the DER Touristik Group is as individual as the travel wishes of its customers. This is made possible by the more than 20 tour operators under the group's umbrella. These include **DERTOUR, JAHN REISEN, ITS, MEIERS WELTREISEN, TRAVELIX, KUONI, HELVETIC TOURS, ITS COOP TRAVEL, BILLA REISEN, APOLLO, EXIM TOURS** and **FISCHER**. Each



tour operator has its own profile, offers package tours or modular trips, is a specialist for long-haul travel or concentrates on individual trips. The wide variety of travel offerings for every budget can be found in inspiring country and themed catalogues. From a spa weekend or a family holiday to a cruise – holiday dreams come true.

## SPECIALISTS

The DER Touristik Group also includes around 30 special travel providers that focus on each customer and make special wishes possible – in the premium segment and for very specific target groups. In Switzerland, for instance, **MANTA REISEN** is the market leader for exciting diving holidays across the globe, and has specialised in particular on the islands in the Indian Ocean. In Great Britain, **KIRKER** is the leading specialist for luxurious short excursions and cultural trips that combine selected hotels with a suitable programme. **KONTIKI** is the leading Swiss tour operator for Scandinavia. Customers with their own individual ideas of a customised trip to South America, a holiday in a luxury villa or the perfect golf trip benefit from the comprehensive expertise and experience of many other specialists of the DER Touristik Group.

## HOTELS AND DESTINATION AGENCIES

The DER Touristik Group programme is complemented by seven hotel brands. In hotels with a high-quality interior, a stylish atmosphere and elaborate details, **SENTIDO** offers adults and small families a “vacation for all senses”. **LTI** hotels are targeted to adults who want to enjoy, relax and work out during their holiday. **ALDIANA** is a premium provider in the club segment in Europe. In addition to the comprehensive all-inclusive programme at all beach clubs, the ALDIANA Clubs offer their guests varied fitness and spa activities, professional childcare, events with well-known partners and high-quality gastronomy and service. **CALIMERA** stands for varied family holidays. All hotels meet the four- or five-star standard, are located at the beach and offer a varied all-inclusive concept, a fitness and entertainment programme and professional childcare. **PRIMASOL** stands for family holidays in the most popular destinations around the Mediterranean, on the Canary Islands and along the Black Sea, offering an outstanding price-performance ratio. “Enjoying, relaxing, together” is the motto of the **COOEE** brand, whose hotels are known around the world for their stylish and casual interior. As the leading sports

resort in Europe, the **PLAYITAS RESORT** offers its guests a host of options for their active holidays as well as first-class training facilities for amateur and professional sports. Fuerteventura wins over holidaymakers with an ideal climate that makes most types of sport possible year-round.

The DER Touristik Group also offers on-site support: the company runs an agency network with 74 offices in 29 destinations – including in Asia, the United States and the Mediterranean region. The staff in the destination agencies assist millions of guests each year from the time that they arrive at the holiday destination to their departure. Recently, the DER Touristik Group expanded by opening agencies in Cyprus, Mauritius and Cambodia. Moreover, additional agencies have been opened in Greece.



## REWE FAR EAST – PROCUREMENT ORGANISATION IN ASIA

REWE Far East Ltd. is the sourcing and procurement organisation for the trade brands of the REWE Group in Asia. With offices in Hong Kong, Shanghai, Bangkok and Istanbul, REWE Far East strengthens the strategic purchasing activities of the REWE Group in Asia, bundling the procurement of food and non-food products as well as capital and consumer goods. To ensure the quality of products and compliance with standards along the value chain, REWE Far East established and successfully implemented a comprehensive cross-stage quality assurance system years ago, including audits.

Working closely with suppliers, REWE Far East ensures that the REWE Group’s high environmental and social standards are implemented on-site. The REWE Far East Corporate Responsibility team supports suppliers in meeting sustainability requirements along the entire supply chain. The logistics department of REWE Far East ensures the efficient and on-schedule transport by land, rail and sea in the entire supply chain process.

With its team of 140 employees in the areas of merchandising, quality, controlling and sustainability, REWE Far East is an integral part of the REWE Group’s procurement strategy.

[rewe-fareast.com](http://rewe-fareast.com)

## EHA – A PIONEER OF THE ENERGY TRANSITION

EHA Energie-Handels-Gesellschaft is an energy service provider for companies with many locations. The portfolio includes the procurement and delivery of green energy and gas, the operation of measuring sites with the company’s own intelligent systems, the analysis of energy data during energy controlling and assistance for greater energy efficiency and climate action. The result: individual solutions for long-term usage and cost reduction, made possible by using digital technologies. As a

sustainably operating company, we make a conscious effort to take responsibility for humans and the environment through many activities.

In 2014, EHA became a wholly owned subsidiary of the REWE Group, for which EHA is a central partner when it comes to energy issues. Moreover, EHA works for many other branch-based companies from different industries.

[eha.net](http://eha.net)

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