

Ahold Delhaize introduces 500 new own-brand products in Central and Southeastern Europe region

The new own-brand products contribute to Ahold Delhaize's group target of achieving a 45% own-brand share by 2028



Zaandam, the Netherlands, January 16, 2025 – Ahold Delhaize is proud to introduce more than 500 new products across its own-brand lines, available now at Albert in Czechia, Mega Image in Romania, Alfa Beta in Greece and Maxi in Serbia. This expansion underscores Ahold Delhaize's aim to offer high-quality, healthy and affordable options to customers throughout the Central and Southeastern Europe (CSE) region.

Thanks to an ongoing collaboration between our great local brands, customers will find a broader range of new products including more plant-based and organic choices, as well as redesigned packaging and innovations on existing food products. Our brands' customers are now able to enjoy an even wider selection of own-brand staples, such as Nature's Promise, Perla coffee and tea, Delicata chocolate and Gustona. This expansion is part of an extensive harmonization project that aims to offer an enriched, high-quality product range across the region. The CSE brands have introduced around 500 new items, bringing the total products introduced through the project to 800.

Streamlining production and processes

By working together on their own-brand assortments over the past three years, the brands are able to differentiate their offering from competitors, providing high-quality, healthy and affordable options that customers greatly value. At the same time, they are streamlining the entire production and distribution process.

This CSE harmonization project marks a great step towards Ahold Delhaize's ambitious group target of 45% of total food sales coming from own-brand products by 2028.

Rembrandt Heerkens Thijssen, Director EU Sourcing CSE, comments: “This dynamic collaboration between our CSE brands allows us to make positive changes at scale, bringing innovations and the latest product improvements to customers across the region.”

Small packaging adjustments, big impact

The project team is also rebranding some existing products to unify them under new packaging and labeling. "As part of the harmonization, we're developing packaging that will be consistent across all countries, with four-language labeling," explains Ivo Ředina, Own Brand Development Director.



The support and collaboration of local suppliers in the CSE markets are of great value, in providing high-quality ingredients, unique recipes and product innovations. Their partnership enables us to introduce new trends in health and convenience.

Rembrandt concludes: “While the harmonization process has its challenges, it’s well worth it. And customers seem to agree. The team has seen comparable sales growth of over 20% compared with the previous year. One great example is the plant-based milks which have shown a three-fold uplift since last year. This is a massive team effort that we can all be proud of.”



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Cautionary Notice

This communication includes forward-looking statements. All statements other than statements of historical facts may be forward-looking statements. Forward-looking statements can be identified by certain words, such as “anticipate,” “intend,” “plan,” “goal,” “seek,” “believe,” “project,” “estimate,” “expect,” “strategy,” “future,” “likely,” “may,” “should,” “will” and similar references to future periods.

Forward-looking statements are subject to risks, uncertainties and other factors that are difficult to predict and that may cause actual results of Koninklijke Ahold Delhaize N.V. (the “Company”) to differ materially from future results expressed or implied by such forward-looking statements. Such factors include, but are not limited to, the risk factors set forth in the Company’s public filings and other disclosures. Forward-looking statements reflect the current views of the Company’s management and assumptions based on information currently available to the Company’s management. Forward-looking statements speak only as of the date they are made and the Company does not assume any obligation to update such statements, except as required by law.

About Ahold Delhaize

Ahold Delhaize is one of the world’s largest food retail groups and a leader in both supermarkets and e-commerce. Its family of great local brands serves 63 million customers each week, both in stores and online, in the United States, Europe, and Indonesia. Together, these brands employ more than 402,000 associates in 7,716 grocery and specialty stores and include the top online retailer in the Benelux and the leading online grocers in the Benelux and the United States. Ahold Delhaize brands are at the forefront of sustainable retailing, supporting local communities and helping customers make healthier choices.

Ahold Delhaize is building its future on a foundation that has characterized the company for more than 150 years. The company has a focus on six strategic priorities: thriving people, healthy communities & planet, vibrant customer experiences, trusted product, driving customer innovation and portfolio & operational excellence. These priorities help to fulfill the company’s purpose, achieve its vision and prepare its brands and businesses for tomorrow. Headquartered in Zaandam, the Netherlands, Ahold Delhaize is listed on the Euronext Amsterdam and Brussels stock exchanges (ticker: AD) and its American Depositary Receipts are traded on the over-the-counter market in the U.S. and quoted on the OTCQX International marketplace (ticker: ADRNY). For more information, please visit: www.aholddelhaize.com



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