

Ahold Delhaize announces update on brand strategy in Belgium

Zaandam, the Netherlands, January 14, 2019 – Ahold Delhaize today announces an update on its brand strategy in Belgium, focused on further improving its omni-channel offer and accelerating growth.

Delhaize Le Lion, the leading brand in Belgium, will continue to deliver on its ambitious expansion plans which include the opening of around 100 new supermarkets in the next three to four years and a strengthened online proposition. This year, Delhaize Le Lion will start a collaboration with bol.com, adding in-store bol.com pick up points for orders from the largest online retailer in the Benelux.

Additionally, following positive customer feedback, Albert Heijn Belgium will continue its expansion by opening 30 to 50 new supermarkets in Flanders in the next few years. The strategic focus of Albert Heijn will remain on its personal service, surprising assortment and Dutch value proposition. Delhaize Le Lion will coordinate the expansion plans of Delhaize Le Lion and Albert Heijn Belgium.

“With the three great local brands combined, we have a no. 2 position in the Belgian market and are uniquely positioned to win the hearts of the Belgian customer, both in-store and online. We are on the right track to drive growth with two strong supermarket brands, each with its own distinctive and loyal customer base, and large online opportunities with bol.com,” said Wouter Kolk, CEO Ahold Delhaize Europe and Indonesia. “I’m very excited to see our Belgian businesses winning together, as we deliver on our Leading Together Strategy.”

Cautionary notice

This communication includes forward-looking statements. All statements other than statements of historical facts may be forward-looking statements. Words or expressions such as strategy, further improving, accelerating growth, will, continue to deliver, expansion, plans, next three years, strengthened online proposition, this year, focus, uniquely positioned to win, on the right track, drive growth or other similar words or expressions are typically used to identify forward-looking statements.

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.

For more information:



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 more than 50 million customers each week in Europe, the United States, and Indonesia. Together, these brands employ more than 370,000 associates in more than 6,700 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, sourcing responsibly, supporting local communities and helping customers make healthier choices. 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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