

P R E S S R E L E A S E

's-Hertogenbosch, 22 March 2006

**Super de Boer named as
Supermarket of the Year 2006**

Super de Boer Van Dam in Hilversum was named yesterday as Supermarket of the Year 2006. The jury's report talks of 'a real winner and an example to the industry'.

The Supermarket of the Year award is made once every two years and is organised by the Central Bureau for the Provision Trade (Centraal Bureau Levensmiddelenhandel) and the trade magazines Distrifood and Foodmagazine.

The jury's report makes particular mention of the wide product range, the expertise of the staff and the pleasant atmosphere as plus points. Super de Boer considers this to be a confirmation of the fact that combining a strong format with independent entrepreneurship leads to excellent results.

The Super de Boer format also won awards at department level. Eleven departments of different supermarket formats were named 'best department' in the Netherlands. Seven of them are from Super de Boer:

- florist: Super de Boer Machiela in Joure
- bakery: Super de Boer Machiela in Joure
- cheese: Super de Boer Van Dam in Hilversum
- cold meats: Super de Boer Van Dam in Hilversum
- fish: Super de Boer Van Rotterdam in Sappemeer
- wine: Super de Boer Van Rotterdam in Sappemeer
- meat: Super de Boer Heerschap in Weert (Moesel)

It is no coincidence that these awards went to fresh food departments. Super de Boer has made major improvements in this area which have led to increasing fresh food sales. Super de Boer will continue with its modernisation.

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