



Press release  
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## **Carrefour acquires specialist banner Bioazur**

Carrefour has just announced that its subsidiary So.bio is to acquire Bioazur

Bioazur is a network of five stores specialising in the sale of organic products in south-western France (Albi, Castres, Rodez, Gaillac and Revel).

This purchase is in line with Carrefour's plan to bolster its specialist organic business that began in 2019 with its acquisition of So.bio.

The So.bio network is now present at 22 sales outlets, up from eight when it was first acquired. This figure should increase to 30 by the end of 2020.

*"Carrefour will be able to take advantage of the way in which So.bio and Bioazur complement each other in terms of geographic location and expertise so as to achieve its strategic aim of becoming a major, acknowledged specialist organic retailer", said Benoit Soury, Carrefour's Organic Market Director.*

According to Régis Seisson, Bioazur's founder and manager: *"So.bio's takeover of Bioazur's stores will ensure that the work in which the company's employees and managers have been engaged for many years can continue, creating a number of synergies".*

The acquisition will happen over the next few weeks.

### **About Carrefour in France**

Carrefour has over 5200 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For sixty years, Carrefour has been a partner in the daily lives of millions of customers, offering them a wide range of products and services at the lowest prices. To keep pace with new consumer modes and make shopping easier for its customers, Carrefour has developed a number of omnichannel solutions (e-commerce, Drive, Click and Collect, home delivery and mobile applications). Carrefour employs 105,000 people and welcomes more than 3 million customers every day throughout the country.

For further information: [www.carrefour.com](http://www.carrefour.com) (press area), [www.carrefour.fr](http://www.carrefour.fr) or follow us on Twitter: @CarrefourFrance, @GroupeCarrefour

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