



Massy, 9 May 2023

Carrefour comes to Israel

The Carrefour Group has opened around 50 stores in Israel under the franchise partnership that it entered into in March 2020 with the Israeli group Electra Consumer Products and its subsidiary Yenot Bitan.

As the cost-of-living crisis takes its toll, Carrefour's arrival in Israel will provide Israeli customers with a competitive and innovative selection of products for their everyday purchases.

Carrefour is bringing all of its store formats to the country: three hypermarkets, ten supermarkets and 37 convenience stores, including nine stores in Tel Aviv. It is also setting up an e-commerce site so customers can shop online.

Carrefour imports more than 1200 products into Israel, including more than 400 Carrefour-branded food products. And it has kosher certification for its products, some of which have already been on sale since June 2022. It is also introducing own-brand products produced locally. This way, stores can be supplied with a number of products from its Carrefour Baby range, produced in Israel.

The Group is planning to open a hundred or so additional stores between now and the end of 2024.

Israel is the 43rd country in which the Carrefour group operates, 34 of which are managed as franchises. Under the 2026 Carrefour strategic plan, the Group has set itself the ambitious target of opening ten more international franchises.

"Carrefour is proud to be opening 50 stores in Israel today, and to be pursuing its international growth strategy. Israel is now the 52nd country in which Carrefour operates worldwide, in particular thanks to our franchise partners. We are confident that Carrefour Israel will help Israeli customers who are starting to feel the effects of the cost-of-living crisis", said Alexandre Bompard, Chairman and CEO of the Carrefour Group.

Press contacts

Tél.: +33 (0)1 58 47 88 80 / E-mail: presse_groupe@carrefour.com

About the Carrefour Group

With a multi-format network of over 14,000 stores in about 40 countries, the Carrefour Group is one of the world's leading food retailers. Carrefour posted sales of €90.8 billion in 2022. Its integrated store network employs more than 335,000 people who help to make Carrefour the world leader in the food transition for all, by offering quality food every day, accessible everywhere and at a reasonable price. In total, more than 500,000 people work

under Carrefour banners worldwide. For more information, visit www.carrefour.com, or find us on Twitter ([@news_carrefour](https://twitter.com/news_carrefour)) and LinkedIn ([Carrefour](https://www.linkedin.com/company/carrefour)).