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## Axfood launches Garant Ekologiska organic brand

Organic everyday food products at a reasonable price – that is what Axfood is seeking to achieve with its new Garant Ekologiska brand of organic products. The products will be sold in all of Axfood's store concepts.

"There is strong demand for organic everyday products," says Åsa Domeij, head of Environmental Affairs at Axfood. "We want to help customers incorporate a larger share of organic food into their diet. Moreover, the launch of an organic brand is part of Axfood's work on raising the level of its environmental work.

By launching its own organic brand, Axfood is seeking to gain greater control over both its product and price development.

"Customers want to know more than that the product is organically produced," says Elisabet Green-Karlsson, Head of Private Label Design at Axfood. "They also want to know where the food comes from and who makes it. This information is included on the packaging. In many cases we use small companies that produce their own products with consideration, care and tradition. In many cases we include a story about the product on the package."

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**Axfood AB** conducts retail trade through the wholly owned store chains Hemköp, Willys, Willys hemma and PrisXtra, comprising approximately 220 stores, and wholesale trade through Dagab and Axfood Närlivs. In addition, Axfood collaborates with a number of proprietor-run stores that are tied to Axfood through agreements. These include stores within the Hemköp chain as well as stores run under the Handlar'n and Tempo profiles. In all, Axfood collaborates with over 500 proprietor-run stores. Axfood is listed on the Nordic Large Cap list of the OMX Nordic Exchange in Stockholm. Axel Johnson AB is the principal owner, with approximately 46% of the shares