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## Regionally produced quality meats at Hemköp

**Hemköp is set to begin selling regionally produced beef breed meat. This is a quality grade of beef from cattle raised on Swedish farms and supplied by the companies Hälsingestintan, Ejmunds Gård Gotland, Rydells i Eskilstuna, Dalsjöfors Superb kött and Stockholm butikskött.**

"Regionally produced meat offers great advantages," says Thorbjörn Lithell, Business Area Manager for meats at Axfood. "First, the meat is of very high quality. Second, we avoid unnecessarily long transports."

Hälsingestintan has relatively large production and can supply meat throughout Norrland and also to Sweden's Skåne province. The meat supplied by Hälsingestintan in Skåne comes from animals raised on southern Swedish farms, while the meat supplied in Norrland comes from farms in Norrland.

The other producers can only make deliveries to a small number of stores, so their meat will be sold in neighbouring regions. In Stockholm, for example, beef breed meat will mainly come from Gotland, while Hemköp's stores in Gothenburg will receive their beef breed meat from Dalsjöfors.

The meat is from Charolais, Hereford, Simmental, Limousin and Aberdeen Angus breeds, as well as crosses of these. The meat will be delivered along with a lineage chart which shows which farm the meat comes from.

Certain Hemköp stores are already selling meat from small, local producers. With the new suppliers, more stores will be able to offer this grade of quality meat.

Beef breed meat will be available in Hemköp stores shortly.

*For further information, please contact:*

Thorbjörn Lithell, Head of Meats Business Area, Axfood Sverige AB, tel. +46-8-553 99 535

Ingmar Kroon, Press Manager, Axfood AB, +46-702-89 89 83

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**Axfood AB** conducts retail trade through the wholly owned store chains Hemköp, Willys and Willys hemma, comprising approximately 240 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. Axel Johnson AB is the principal owner, with approximately 45% of the shares.