

MPREIS Bürmoos

 AUSTRIA

Opened in May, MPREIS's new outlet in Bürmoos is located in a relatively rural area, 30 kilometres from Salzburg and close to the Bavarian border. The village name, Bürmoos, translates as 'birch moor', and a birch forest is found right behind the store – aspects that have been incorporated into the design of the 600-square-metre outlet.

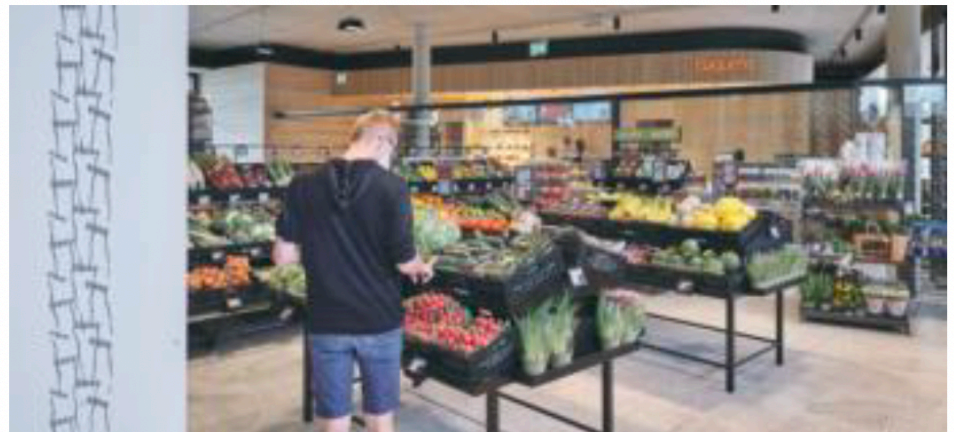
Austrian artists Simone Höllbacher and Jasmin Castagnaro were recruited to add aesthetic touches. Höllbacher designed the mural behind the delicatessen department, while Castagnaro created lamps made of resin and birch leaves. In addition, birch wood was used for much of the furniture, as well as the ceiling of the delicatessen area and the counter in the Baguette cafe and bakery.

Large windows throughout ensure that the store receives plenty of daylight, providing a welcoming atmosphere for shoppers, and it boasts a very modern look, with wall-length fridges adorned the aisles and meat and cheese counters enclosed in stylish glass displays.

At A Glance

Address: Lamprechtshausener Str. 13, 5111
Bürmoos, Salzburg, Austria
Opening Date: May 2022
Number of Staff: 7
Store Manager: Josef Niedermüller
Size of Store: 600 square metres

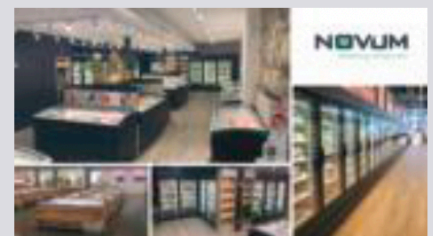




NOVUM – HELPING SUPERMARKETS REDUCE THEIR COSTS

According to Eurostat, energy prices are the largest contributor to the surge in inflation in 2022. For supermarkets, this means the energy required to refrigerate processed food is rising quicker than the price of processed food. The good news is there is something supermarkets can do.

While you cannot change the price of electricity, you can change the amount you use. Quite often, refrigeration accounts for a significant portion of a supermarket's energy consumption. If you can reduce electricity usage by even 1kWh per appliance, you can make significant savings.

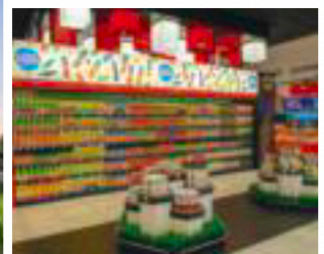
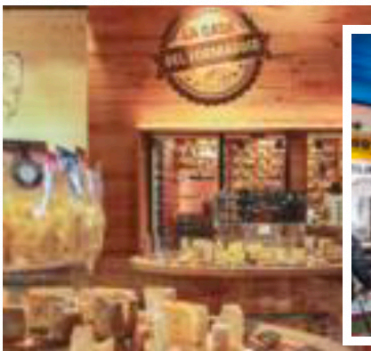


As an example, for one retailer, Novum Grand Cayman freezers replaced a traditional remote refrigeration solution and reduced the energy used in refrigeration for the supermarket by 77%. For more information, visit www.novum.ie.

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