

Rohlik Group unveils new "YES Mania" communication platform for own "Value for Money" private label umbrella brand

PRAGUE, Czech Republic, March 15, 2022 – Rohlik Group ("Rohlik") has revealed a new private label brand architecture - Value for money ("VFM") - offering big savings for customers' wallets in the entry level and mid-range segments. "YES Mania", in turn, is the communication platform that accommodates these Rohlik Group VFM private labels under one roof - a clear signpost for customers that they are eating well and for a great price. Rohlik is thus providing customers the opportunity to select the best quality products that suit their budget at competitive prices from its own range.

Customers will recognize Rohlik's private labels that will fall under this category by this tick icon and uniform typography:



Products with prices & quality that are easy to fall for

Rohlik is passionate about the quality of customer experience in general, specifically the timely delivery of high-quality products that are excellent value for money, given the company's mission of enabling Europeans to Eat Well, Live Well. The aim is to market brands that take into account two main aspects - good quality at a great price - in all categories to deliver a full basket from the "VFM" section.

Jakub Petřina, Group Marketing Officer, commented: *"We decided to create our own new standard. Even today, people still don't realise that they can pay less for good food, and because we are passionate about customer care, we created "Yes Mania" where customers can find brands that deliver on this promise. Good quality yet unique brands for great prices enables us to both increase customer loyalty and be another reason for customers to join us. Hence the development of a portfolio of unique brands across entry level and mid-range categories to offer a full choice of well-priced products to our customers."*

Good food. A better world. At a great price.

From today onwards, customers will find the following private labels under the Value for Money under the umbrella brand: Moddia for paper hygiene category, Pappudio for snacks, convenience products and spreads, Dacello for processed meat, followed by Fjoru for freshwater fish and seafood and Miil for dairy products. Other private labels will soon follow.

Moddia

Tissue and paper hygiene products are used in every household. Moddia products are soft, yet strong and also mindful of nature - from toilet paper and kitchen towels to tissues.

Rohlik emphasizes environmental protection, and this was doubly true when creating the Moddia brand, with a focus on sustainability. All products are FSC certified, meaning that the raw materials come from responsibly managed forests that provide environmental, social and economic benefits. All products have mineral oil free printing inks and sustainability is also considered in the packaging. Some products in this range are also eco-blend (more environmentally friendly than pure cellulose products due to the use of 33% recycled fiber), 100% recycling or 100% TCF (totally chlorine free - bleaching is a method of bleaching realized without any substances containing chlorine. The TCF paper products are bleached by using hydrogen peroxide with ozone instead of chlorine. TCF is well recognized and accepted

for environmentally friendly bleaching of pulp

Dacello

The delicatessen market for packaged ham, salami, sausage and bacon has grown in recent years, driven by a consumer shift from the traditional model of three meals per day towards snacking or multiple small meals throughout the day.

“When creating the Dacello brand, we set ourselves the goal of launching products that are tasty, good quality and for a great price.” explains Petr Chvojka, Head of Private label, adding: *“We offer to our customers not only proven classics, but also local specialties - Black Forest ham, traditional Prague ham or traditional Hungarian salami... in short there will be something for everyone.”*

Pappudio

Life is getting faster and people want to be able to eat anything, anytime, anywhere. Pappudio follows this comfort trend. This private label is for everyone for whom time and taste are important. Quality is important to Pappudio products, being made with honest ingredients.

“As Rohlík Group is all about food, we want to deliver products that we are not ashamed of. Or rather - we want to shout out to the world that we love them! And that's what Pappudio is all about - products that are honest in every way. We're talking cookies, desserts, sandwiches, diced fruit, sliced potatoes and more,” explains Chvojka, adding: *“For example, we are launching new Pappudio spreads this month, however, these are not just any spreads! 3 hummuses with extra virgin oil only and the other 6 spreads are absolutely cage-free products. Any eggs used in them (and yes, that means even the yolk in mayonnaise) are cage-free! ”*

Miil

Miil offers a wide portfolio of dairy products, including all kinds of cheese (blocks, slices, camembert, feta, blue cheese); BIO products, white and fruit yoghurts, sour cream and milk. Dairy products include both semi-skimmed milk and whole milk variants with a higher fat content, delivered in a package which, thanks to the possibility of removing the upper plastic part from the box, facilitates subsequent recycling.

Fjoru

Stanislav Sekyra, Group Commercial Discovery Product Owner, commented: *“Fjoru are simply the best fish! You don't have to travel thousands of kilometers for quality fish and seafood, we will catch them for you. We have selected suppliers we trust with products that are excellent. Certified, the best cuts and under strict quality control, it can take as little as 48 hours from capture for our selection of freshwater and saltwater fish to not only be transported, but prepared and delivered to customer doors. Fjoru is the best fisherman in your city.”*

Rohlík enables customers to buy sustainable fish online. Customers have one of the widest ranges of ASC and MSC certified fish together with the widest range of BIO certified fish, all of which are easily available in one place.

“We are constantly monitoring consumer needs and shaping our offerings accordingly, so that everyone can find the right product for them. The introduction of our umbrella brand is a significant milestone for us. We believe that, due to the good quality of our unique brands and favorable prices, more and more customers will choose them. In anticipation of this demand, we want to develop the private label brand portfolio so that we can continue to offer a wider product selection to our customers,” said Petřina.

About Rohlík Group

Founded in 2014 in the Czech Republic, Rohlík Group is one of Europe's leading online grocery delivery services. Already active in the Czech Republic ([Rohlík.cz](https://www.rohlik.cz)), Hungary ([Kifli.hu](https://www.kifli.hu)), Austria

([Gurkerl.at](#)) and Germany ([Knuspr.de](#)) it is launching in Romania, Italy and Spain in 2022 under the Sezamo brand for these three countries. Deploying world-leading technology & logistics to deliver a huge range of quality products (17 000 SKUs+), it can offer a 15-minute delivery window with delivery as soon as within 90 minutes of placing an order in some countries. As a tech company, it is data-driven in everything it does. By owning its end-to-end operations, including having all technology in-house, customers are provided with a superior shopping experience including delivery of the freshest food from local farmers and artisans, as well as a broad supermarket selection and its own private label brands. The company is dynamic and growing rapidly, attaining unicorn status in 2021. Group turnover exceeded €300 million in 2020.

For more information visit www.rohlik.group

For career enquiries visit career.rohlik.group

For press enquiries, contact Eliška Čerovská at eliska.cerovska@rohlik.cz