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Axfood initiates discussions with Vi stores on deeper cooperation

Axfood has had a five-year supply agreement with the Vi stores retailers association since 2008. Under this agreement the Axfood Group through Dagab, Axfood's wholly owned logistics company, has been supplying retail food products to the Vi stores since November 2009. This has also meant that the Vi stores are included in Axfood's purchasing business and opened up opportunities for closer cooperation over setting up new stores, product range, IT and training.

"Cooperation with the Vi stores has developed well and we would very much like this to be intensified. Together with the Vi stores we can become stronger in the Stockholm region which is the strongest growth market in Sweden," says Anders Strålman, Axfood's CEO.

The discussions now taking place concern closer cooperation and how this should be conducted.

"Vi is engaged in dialogue with Axfood about how we can develop and deepen our cooperation in order to strengthen our competitiveness. Development in recent years shows, among other things, that it is difficult to achieve infrastructure development with small volumes," says Bo Rundström, CEO of the Vi stores.

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