

Overview of Migros

Own-Brand Products & Labels

Migros stocks more than 200 own-brands in the food, near-food and non-food areas. As the core of the Migros range, these are actively promoted and refined. In 2017, Migros launched 444 new own-brand products on the market.

When it comes to own-brand products, Switzerland **leads the way in Europe**, with a proportion of more than 50%. More than 200 own-brands can be found on its shelves, making it globally unique.

Own-brand products have a long tradition at Migros, dating back to 1928, when founder Gottlieb Duttweiler acquired the company Alkoholfreie Weine AG, Meilen. Today, M-Industry (including wholesaling) comprises 33 companies (25 in Switzerland and acht abroad).

As the core of Migros' product range, **own-brand products are actively promoted and refined**. In 2017, 444 food, near-food and non-food products were launched on the market. More than 14'192 employees in Migros' industrial companies play a part in creating these Swiss-quality products, from development through to production.

Labels

In 2017, Migros again made a commitment to promoting **sustainable consumption** and a healthy lifestyle by systematically enhancing its range of label products.



TerraSuisse

Migros' sustainable label TerraSuisse is the biggest seller. More than half of all Migros bread supplied by the industrial company JOWA is made using TerraSuisse flour.



Migros Bio

Migros offers more than 4'500 organic-quality food products (incl. Alnatura supermarkets). The Alnatura brand was also expanded further.



Aus der Region. Für die Region.

More than 10'000 products sold under the "Aus der Region. Für die Region." (From the region. For the region.) programme prove Migros' strong commitment to the regional economy.



aha!

In the area of health, Migros now sells about 184 products carrying the aha! quality seal (as at end of 2017).