

## 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).