



Permanent price reduction in PENNY stores!

Hundreds of popular products cost less in the discount chain's range

PENNY is permanently reducing the prices of about 400 products by up to 33 percent. The price cuts mainly affect dairy products, dry pasta, and meat products, but the chain is constantly expanding the range of discounted products.

Inflation places a huge burden on all households - PENNY tries to help its customers by slashing the prices of about 400 products. The products affected include the most popular dairy products, meat products and dry pasta, but also a range of convenience foods, teas and coffees are available at lower prices.

The permanently reduced-price products can already be purchased with the following discounts:

- pastas with an average discount of 17 percent,
- cheeses are now selling at a discount of 15 percent to 20 percent,
- cold meats are available 10-15 percent cheaper,
- the average price of certain types of coffee and tea has been reduced by almost 20%,
- certain convenience products decreased by an average of 17 percent.

In addition, the price of several delicacies essential for the upcoming Easter reception will be reduced, and thanks to the discounted ready-to-eat meals, even those less active in the kitchen can also enjoy a delicious meal over the festive long weekend.

" We at PENNY, work every day to offer our consumers the best value for money product range, which is why we are constantly negotiating with our suppliers to provide customers with the most favorable offers in our stores. We are also constantly monitoring the development of consumer baskets, and in recent times there has been a significant shift towards private label and cheaper products, as well as a marked increase in openness to promotions. In response to this, we have decided to reduce in the long run the prices of hundreds of our products since January and continue to focus on our weekly catalogue of special offers, PENNY loyalty card offers and digital coupons available in the PENNY mobile app" – says Eszter Kazatsay, Head of Communications at PENNY in Hungary.