



PENNY's store network in Hungary continued to expand

The discount chain's largest store ever opened on the border of Pestszentlőrinc and Kispest

PENNY has opened its 229th store, the newest and largest in terms of floor space, in the area of the Remíz department store on Üllői út, in the XIX district of Budapest. The next milestone in the company's continuous development in Hungary will make shopping easier for the residents of Pestszentlőrinc and Kispest, and will provide employment for 25 people.

The work began on the nearly 2,000 square metre area of the Üllői út store in March 2023. With more than 1,300 square metres of sales area made it the largest PENNY store of the country, creating 25 new jobs.

In line with the (REWE) Group's climate strategy plan, all the refrigerators in the store are equipped with glass-doors and climate-neutral refrigerants, and LED lighting is used throughout the new unit. The newest store of PENNY has been redesigned with local customer needs in mind, and as a result, the butcher's counter of the previous store has been retained. Self-service units have been installed alongside the traditional checkouts in order to serve customers in a faster and more efficient way.

"We are proud to have opened a new shop in a location with a great importance to the residents of the area, as the absence of the previous commercial unit, which closed a few months ago, was felt by almost everyone. Our domestic development does not end there, of course, as at PENNY we are constantly working to reach more and more people with our high quality and affordable products. To this end, we plan to open more new stores and create more jobs in the near future", said Eszter Kazatsay, Head of communications at PENNY Hungary.