

LA COMER, S.A.B. DE C.V. ("LA COMER") INAUGURATES STORE IN BAJA CALIFORNA SUR

Mexico City, November 14, 2018. La Comer Group opened a Fresko store in Los Cabos, Baja California Sur, which required an investment of 211 million pesos. With this opening, which generates 200 direct and 250 indirect jobs, the Group has 11 stores of this format.

Located in Plaza Paseo de la Esperanza, on the Transpeninsular highway, this branch has a sales floor area of 5,394 square meters, an area in which more than 34,000 national and imported products are distributed. In addition, it has 334 large parking spaces for the convenience of the customers who visit it.

Fresko Palmilla has a modern and avant-garde design, as well as comfortable and spacious corridors. It is a store that offers a friendly and agile shopping experience. Customers will find basic products, specialized products and a wide gourmet selection. In addition, it will have the service "La Comer en tu Casa", the e-commerce platform of the company, through which customers can make purchases from the comfort of their home, office or smartphone in a fast and secure.

Among the innovations that can be enjoyed in Fresko Palmilla are: its Chocolate department, which offers filled chocolate, solid and cap; Bakery, with exclusive bread recipes from Fresko; Wines and Liquors with a wide catalog of labels and beer, both imported and domestic; Prepared Foods, which offers dishes such as paella, seasonal and international stews and its Juices department, in which they sell 100% natural juices and freshly made fruit cocktails. Also, the interior cafeteria, "Xpressa Café", will have a terrace and panoramic view

La Comer is a holding company that operates in the retail sector in Mexico. The company runs 64 stores located mainly in the center of the country and aims to serve consumers through four different store formats: Sumesa, City Market, Fresko and La Comer.

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