

## **PRESS RELEASE**

*Mellac, 16/03/2022*

### **Opening in Brest of a new generation Green Shop, to "(re)connect" with the joys of the earth**

**On the occasion of the opening of a new garden center and pet shop in Brest (St Pierre) on 17 March 2022, Magasin Vert is unveiling its new shop concept. This is based on a completely revamped customer pathway, inviting customers to take a stroll and share their know-how around the pleasures of the earth. Also installed at Magasin Vert Betton, near Rennes, this new concept will gradually be rolled out to the network's other Magasin Vert stores.**

After more than two months of closure for works, the new Magasin Vert in Brest, which has been completely rebuilt, opened its doors on 17 March, in the historic location of the old shop, on the route de Sainte-Anne du Portzic, just a stone's throw from the tramway station. It is a completely revamped garden-center animal-shop, focusing on shopping comfort, advice and inspiration, which is now offered to customers on more than 5500 m<sup>2</sup>.

Indoor and outdoor plants, garden products, outdoor furnishings, pet supplies, leisure clothing, local products, cut flowers... the ranges on offer are very wide and a large number of them are also available in click-and-collect mode, from the [monmagasinvert.fr](http://monmagasinvert.fr) website. In addition, there are many services, including an after-sales service for garden equipment and, in the near future, a self-service dog washing service (dog wash).

About : [www.monmagasinvert.fr](http://www.monmagasinvert.fr) - [www.eureden.com](http://www.eureden.com)

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## **New ! An inspiring customer journey, punctuated by "clearings"**

Through this new concept, Magasin Vert, which currently has 40 outlets in western France, is asserting its agricultural roots. For the record, the first Magasin Vert, created by the cooperative, was opened in 1973 in Châteaulin (29).

At Magasin Vert, we never forget that it is nature that sustains us, not the other way round. We offer, throughout the seasons, all the products and services that allow us to "reconnect with the joys of the earth". Because everything starts from the earth, everything depends on it and everything returns to it. The earth is at the same time :

- ❖ The territory, with the Breton territorial anchorage of our cooperative group Eureden
- ❖ The planet, which must be protected, particularly by encouraging local production. At Magasin Vert, 90% of the plants for the vegetable garden come from France, for example.
- ❖ The material, i.e. the earth, as the material of the garden, which is essential to the development of living things.

With this new concept, the stroll through the shop is punctuated by interludes along the way, in the form of clearings, symbolised by wooden furniture in the shape of the first tractor wheels, to recall our historical agricultural origins.



In these clearings, positioned in each of the four main areas of the shop (the garden, the animals, the house and the balcony/terrace), everyone can find inspiration and design their project in complete simplicity, thanks to friendly and informed advice. It is a place where customers can meet and share their know-how with the men and women who work in our shops.

Another new feature of this Green Store is the creation of a "Le Récolteur" area near the "Terroir" department. These are local products from the farmers of the Eureden cooperative marketed in a short circuit (vegetables, fruit, dairy products, meat, eggs, etc.). These products will soon be available 7 days a week and 24 hours a day thanks to a vending machine installed in the shop's car park. This method of distribution, which has already been deployed in around ten of the cooperative's shops, has been a great success and is set to expand.

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### **About the Magasin Vert de Brest - St Pierre**

- Address: Route de Sainte-Anne-du-Portzic, 29200 Brest
- Team: 18 employees, including 3 work-study students. Manager: Jacques Lamner
- Main departments: garden centre - pet shop - clothing - local products and [Le Récolteur](#) area
- Open from Monday to Saturday, from 9.30am to 7pm. Open on Sundays from February to June and from October to December, from 10am to 12.30pm and from 2.30pm to 6.30pm.
- 5500 m<sup>2</sup> of sales area
- Possibility of click and collect from the [monmagasinvert.fr](http://monmagasinvert.fr) website
- Facebook page [Magasin Vert de Brest St Pierre](#)



*Exterior view of Magasin Vert de Brest St Pierre*

### **About the Magasin Vert-Point Vert network in the West**

- N°1 garden centre in Brittany
- A network of 140 shops (including franchisees)
- 41 Magasin Vert, 96 Point Vert, 4 Terranimo
- 1105 employees (FTE: Full Time Equivalent)
- A turnover of 267 million euros in 2020/2021
- A "Ma Carte" loyalty card with more than 500,000 active customers
- A website [www.magasin-point-vert.fr](http://www.magasin-point-vert.fr)
- Two e-commerce sites: [monmagasinvert.fr](http://monmagasinvert.fr) and [terranimo.fr](http://terranimo.fr)

### **About the Eureden group**

The Breton cooperative group Eureden gathers 19,500 farmer-cooperators and 8,500 employees around a common ambition: good food for all, with the constant concern to meet the expectations of consumers and society.

Eureden is composed of 6 business lines (Agriculture, Eggs, Meat, Frozen Food, Long Life and Green Distribution) and has 60 industrial sites, 300 shops for farmer-cooperators and the general public as well as a portfolio of strong brands such as d'Aucy, Jean Nicolas, Globus, Paysan Breton, Cocotine, Aubret, Point Vert and Magasin Vert

Food products from the cooperative's farmers are available for sale in short circuits in certain points of sale of the Magasin Vert and Point Vert networks, in the "Le Récolteur" area.

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