

PRESS RELEASE



EUREDEN

Magasin
Vert 

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Magasin Vert strengthens its roots and leadership in Brittany with the acquisition of Les Jardins de Kervilier and deploys a new garden center in Quimper

The Breton cooperative group Eureden is taking a new strategic step in the development of its retail network. By acquiring the independent garden center "Les Jardins de Kervilier"—a brand developed by the Nicot family for over forty years—Eureden is launching the operational merger of this site with its current Magasin Vert in Quimper. By bringing together around forty expert employees across a redesigned 6,000 m² area, the Group confirms its development ambition and cements its leadership in the garden and pet store sector in Brittany.

True to the values of its cooperative model, Eureden continues its growth strategy by consolidating its position as the leading garden and pet retail network in Brittany. Far more than a simple relocation of the current Quimper Magasin Vert, this acquisition and relocation project is part of a long-term vision. The result of a natural and respectful handover with the seller, this operation is guided by a shared entrepreneurial culture. It allows Eureden's retail branch to reorganize and strengthen its offerings in Quimper while supporting the local economy and ensuring continuity for historical customers of both brands.

People and expertise at the heart of the project

The core of this project relies on the complementarity of the teams and job preservation. Indeed, the project includes taking on the professional team from Les Jardins de Kervilier, who will soon welcome the employees from the historical Magasin Vert to the Kervilier site. Together, these garden and pet enthusiasts will form a single, united team with complementary skills and expertise, capable of offering enhanced support and advice to customers.

A reinvented customer experience and a modernized workspace

To create a true benchmark hub for nature and gardening, investments will be deployed at the acquired site. This comprehensive modernization plan pursues a dual objective:

- To tangibly improve working conditions for employees (ergonomics, tools, safety), a top priority for the Eureden group.
- To optimize the customer experience through an expanded offering. The new store will capitalize on the historical expertise of each site: the recognized expertise of Les Jardins de Kervilier in outdoor ranges, the decor boutique, and its must-see Christmas display will perfectly complement the current Magasin Vert's excellence in vegetable patches, plants, power equipment, and pet care.

Ideally located right next to Decathlon, the new Magasin Vert will benefit from strong retail zone synergy, offering consumers a broad shopping experience focused on outdoor leisure.

Operation Timeline

With administrative and legal stages currently being finalized, the Eureden Group will officially take possession of the Les Jardins de Kervilier site on July 1, 2026. This date will pave the way for the gradual integration of the teams and the transfer of activities starting in the second half of 2026. Until then, both stores remain open.

"This acquisition, carried out smoothly with the Nicot family, goes far beyond a simple buyout," says Dominique Blanchard, Director of Eureden's retail branch. "By combining the expertise of our historical Magasin Vert and that of this new site, we are creating a unique, complementary offering. We are investing to modernize the welcoming environment for the public and the working conditions for our employees. And with Decathlon share a parking lot, this zone will become the go-to spot for nature and outdoor enthusiasts in Quimper!"

About the Magasin Vert-Point Vert network in Western France

- No. 1 garden center network in Brittany
- A network of 36 Magasin Vert and 82 Point Vert stores
- 1,100 employees (FTE: Full-Time Equivalent)
- A turnover of €260 million
- An "Entre Nous" loyalty card with over 650,000 active customers
- Magasin Vert and Point Vert voted "Best Store Chain of the Year 2026" and "Best Customer Satisfaction - Garden Centers - 2026" (Wizville)

About Eureden Group

The Breton agricultural and food cooperative group Eureden brings together 16,000 cooperative farmers and 8,000 employees around a shared ambition: eating well for all, with a constant focus on meeting consumer and societal expectations.

Reflecting a land of mixed farming and livestock, the Eureden cooperative brings together a wide variety of crop (cereals, vegetables) and animal (milk, beef, pork, poultry, eggs) productions. To promote this expertise, the Group is structured around 5 business branches (Agriculture, Eggs, Meat, Vegetables & Ready Meals, Retail). It has 40 industrial sites, 150 stores dedicated to farmers and the general public, as well as a portfolio of strong brands such as d'aucy, Globus, Paysan Breton, Cocotine, Aubret, and Point Vert/Magasin Vert.