



Russian Retailer Lenta Joins EMD, Europe's Leading Buying and Marketing Group

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Russian retailer Lenta is a new member of the European Marketing Distribution (EMD) AG, the leading European buying alliance. The new EMD member Lenta, with headquarters in St. Petersburg, is one of the leading retailers in Russia with a market presence of 214 hypermarkets in 79 cities across Russia and 71 supermarkets across the country. The retailer has an annual turnover of 4.5 billion euro and employs about 40.400 people.

Thanks to its new EMD membership, Lenta will increase its sourcing capabilities, generating significant savings from its supply chain which will be reinvested in strengthening Lenta's customer proposition.

As a member of EMD, which operates in 22 countries, Lenta will have valuable resources in transnational goods procurement at its disposal. Additionally, it will be possible to obtain marketing-synergies and new options for the European brand and private label activities.

Lenta's Chief Executive Officer Jan Dunning: "We are extremely pleased to be henceforth a member of the strong and partnership-based EMD community. Our company's sales opportunities will benefit additionally from it. EMD offers us many product ranges and marketing instruments which will enable us to further accelerate our customer-oriented growth in the Russian market. "

For all manufacturers operating in the field of Fast Moving Consumer Goods (FMCG), the added partnership with Lenta opens up new opportunities.