

# MiGROS

## **Migros One Has Entered the Online Food Sector**

### **A NEW ERA IN THE ONLINE FOOD SECTOR WITH MIGROS YEMEK**

**Migros One, which was established by Migros to increase its online presence, is starting a new era in the sector with 'Migros Yemek.' Migros One, which brings together Migros Sanal Market, Migros Hemen, Migros Extra, Macroonline and Tazedirekt services, offers, through Migros Yemek, a wide network of restaurants, affordable, healthy menu options with a variety of options. Migros Yemek, which was first launched in Ataşehir and will reach users in 81 provinces of Turkey in a short time, offers a discount of 30 TL for the first order and 20 TL for the second order.**

Leading the retail industry for 68 years, Migros continues to improve its online presence under the umbrella of Migros One, which brings together its platforms in this sector. Migros One, including Migros Sanal Market, Migros Hemen, Macroonline and Tazedirekt services, continues its journey with a brand-new sector, the online food platform Migros Yemek. Migros Yemek, as a new tab, will meet with customers after the existing Sanal Market, Migros Hemen and Migros Extra tabs in the Migros application.

#### **Migros Yemek will expand to 81 provinces of Turkey**

Migros Yemek, which first started to serve food in Istanbul Ataşehir with its wide network of restaurants, affordable, healthy menus with variety of options, will serve in most of Istanbul, Ankara and Izmir as of July. Migros Yemek, which will expand its service network rapidly, will use its strong delivery infrastructure to deliver orders to its customers with a high service quality. Migros Yemek will expand to 81 provinces of Turkey. In addition, Macrocenter's popular homemade hot food menus will be offered to users in Migros Yemek in a short time.

#### **Opening Special Offers**

In Migros Yemek, which can be found in the Migros application, restaurants open to order 24/7 will be available. In addition to different cuisine alternatives, the platform aims to offer a rich variety to users with options specific to Migros Yemek; in addition to the special promotions for the opening, it offers all users a discount of 30 TL for the first order and 20 TL for the second order. Migros' strong CRM infrastructure plans to raise the bar one step further and reach users with personalized offers as well as general promotions.

While at first stage the restaurants will deliver the orders themselves, Migros Yemek application will soon add the "Migros Getirsin" option, using Migros' existing online order distribution power, and thus offer two different delivery options to users.

**"We will deliver orders to our customers with high service quality and reasonable prices"**

**Migros One Managing Director Orçun Onat;** "We are introducing a new service to our customers that will add value to their lives. Migros Yemek will bring significant traffic to our application with its quality service approach and restaurant diversity. In addition, by using our strong delivery infrastructure through Migros Yemek, we will deliver orders to our customers with high service quality and reasonable prices. We are happy to take another important step in our industry."

**Migros Food Director Gülfem Karcı;** We collaborate with many restaurants from different cuisines for our new service, Migros Yemek. We are very excited to introduce our new service, Migros Yemek to our customers; aiming to make a difference by improving the online food ordering experience."