



DO & CO to launch a new gourmet line in autumn

“HENRY” – the new brand for healthy, easy-to-go food

– Vienna’s first gourmet shop

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Austria’s first **HENRY** gourmet shop is set to be launched in late October 2010. As part of the “shop-in-shop concept”, it will be opened in the new Billa Corso store on Neuer Markt, one of Vienna’s prime locations.

“HENRY – *the art of living*®” stands for healthy, light, simple and authentic food. The large range of products includes fresh salads, sandwiches, soups, tapas, antipasti, hot and cold dishes and a rich selection of sweets and desserts made in-house, all prepared from market-fresh, preferably organically grown ingredients.

Particular attention is devoted to freshly prepared ready-made meals and “to-go” products that are innovatively packaged and easy to handle. Useful as a party service for home or office events or for spontaneous snacking: **HENRY** is the quick and easy solution for culinary delights – at highly competitive prices.

For the first time products from the DO & CO Group will be available in retail. With **HENRY**, DO & CO expects to achieve strong growth rates in this segment. The combination of commercial and gastronomic competence has produced an innovative gourmet concept at a very busy location. The launch of the first **HENRY** shop marks the start of the expansion of the latest brand created by the DO & CO Group.

Further Information:

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