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LyoneSS - Large Supermarket Co-operation In Austria

Since the 2nd of November the Austrian supermarket chain „Zielpunkt“ is a LyoneSS partner and the feedback has been overwhelming. The story of the „Zielpunkt“ chain goes back to 1967 when it was sold to the Tengelmann Group and, it has, since 2003 been connected to sales/distribution operation of the, in Germany, well known „Plus“ discount chain.

With almost 300 branches and with more than 70 million (customers), the chain is well positioned and will now become, for many, still more attractive. LyoneSS members,

who possess a LyoneSS „Cashback Card“, can now save additionally with every purchase in their „Zielpunkt“ branch by using the card. It's a true home game for LyoneSS, which has its main offices in Graz and has now, in the meantime, expanded its purchasing cooperative into 27 countries. For seniors, there are two immediate incentives. The supermarket chain „Zielpunkt“ offers seniors every Wednesday a purchase discount of 10%. This discount advantage is not lost when purchasing with the „Cashback Card“ on the discount day; here the „Cashback Card“ is also valid and, therefore - one can save twice as much money.



Think **Green.**

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