

Paul Bringmann: Retail Personality 2007

Amsterdam, 6 June 2007. Paul Bringmann, General Manager of La Place, has been awarded 'Retail Personality of 2007'.

Paul Bringmann was praised by the jury for his innovative approach towards retail. La Place is, according to the jury, a prime example of merging the restaurant business and food retail. Under the leadership of Bringmann La Place, part of Vroom & Dreesmann, grew to a business unit with more than 200 shops and 8 different formula's.

The jury, with amongst others former award winners such as Hans Breukhoven (CEO FRS Holding), Ronald de Waal (CEO WE International), Gerard Marsman (CEO Wehkamp) and Ben Suidman (ex-CEO hunkemöller), choose from a shortlist of the 10 most respected retailers according to the readers of Elsevier magazine en the top 100 Dutch retailers. Paul Bringmann defeated nominees like Dick Boer (CEO Albert Heijn), Carel van Eerd (Chairman and owner of Jumbo Supermarkets), Jaap Lagerweij (PLUS Supermarkets) and his own boss Tony DeNunzio (Chairman of Maxeda).

Previously La Place was nominated by the World Retail Congres for the 'Most Innovative Format of the Year' in March 2007. In 2006 La Place was awarded 'Best Retail Chain in The Netherlands' in the category 'Food to Go'.

Tony DeNunzio, Chairman of Maxeda: "We're proud that Paul Bringmann has been given recognition by other reputable retailers for his achievements with his most successful retail chain La Place. Paul Bringmann and La Place are a prime example of our 'Passion to Serve' philosophy by not only their constant focus on the core customer of La Place but also by exceeding their expectations. A real sign of retail leadership."

Mark McKeon, Chairman of the Board of Vroom & Dreesmann: "La Place is the second largest restaurant in The Netherlands. Paul Bringmann has played a vital role in this achievement. La Place is an unique concept, which has rightly so, now received recognition by other retailers as well.

Paul Bringmann, General Manager of Les Halles: "I'm very honored to have received the award, but I'm not the only person responsible for the huge success of La Place. My special thanks therefore go out to our 4500 colleagues who serve on a yearly basis our 35 million customers. They use and prepare our fresh products on the spot, thereby making La Place the unique and successful concept it is now."

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