



Press release

## **The apple doesn't fall far from the tree**

### **Are petrol station shops really always more expensive? star petrol stations are expanding their pioneering role as providers of own-brand products**

**Elmshorn, 24<sup>th</sup> of October 2018: refreshing, delicious and the perfect thirst-quencher - that's the new naturally cloudy apple spritzer from star. The pleasant petrol station brand is thus expanding its pioneering role as a provider of good, low-priced own-brand products at their petrol station shops. With attractively priced alternatives to branded products, star refutes the preconceived notion that products at petrol station shops are more expensive than those in the retail food sector.**

Apple spritzer is a classic among thirst quenchers for all age groups and is more popular than almost any other drink in Germany. It fits any occasion and is therefore the ideal addition to the star own-brand range. It scores with its naturally refreshing taste and 55% fruit content, surpassing the market-leading product by 5%. Additionally, it contains significantly less sugar than most other popular soft drinks for children.

"Apple spritzer is a product for the whole family, which fits perfectly into our concept. We clearly adapted our developments to the desires of our customers, who particularly appreciate lower-priced alternatives in alongside higher-priced branded products", explains Waldemar Bogusch, CEO of ORLEN Deutschland and their petrol station brand star.

star has been offering own-brand products since 2011, including star water, star crisps and energy drink. These products are on average, 50% cheaper than the competing branded products. For example, the energy drink 4-pack from star costs €1 per tin compared to the typical price of €1.50 for a similar product at the supermarket.

"The stubbornly held myth that products in petrol station shops are always more expensive than those in supermarkets is no longer true thanks to ORLEN Deutschland and their star petrol stations. With our low-priced own-brand products, we go beyond our low fuel prices to bring our customer promise to life: 'star – more than low-price refuelling'", says Bogusch.



By introducing new products, we focus not only on increasing our selection of alternatives to the existing offer, but also on products that were not previously available at petrol station shops – for example, naturally cloudy apple spritzer. To ensure the best possible quality, all star own-brand products from ORLEN Deutschland are produced by well-known regional and international manufacturers. “Our goal is to offer our customers products that meets the highest standards and have an attractive price-performance ratio,” emphasises Bogusch. The apple spritzer is available immediately in an 0.5 litre bottle for €1.25 plus deposit at star shops.

#### **star – a strong brand from ORLEN Deutschland GmbH**

star is the petrol station brand of ORLEN Deutschland GmbH, which has been on the German market since 2003 and is operating more than 580 petrol stations. The company, which is based in Elmshorn near Hamburg, is part of the Polish oil and energy group PKN ORLEN SA, which is the largest enterprise in Central Eastern Europe, with an annual turnover of EUR 23 billion in 2017.

PKN ORLEN is a modern player on the fuel and energy market and listed in the prestigious global lists Platts TOP250 and Thomson Reuters TOP100 of the leading energy and technology companies.

The company has a modern infrastructure capable of processing over 30 million tons of various types of oil per year. Retail sales are carried out using the largest fuel station network of nearly 2800 modern sites in Central and Eastern Europe.

#### **Contact:**

ORLEN Deutschland GmbH  
Isabel Mai / Manager Corporate Communications

Press office:  
Telephone: +49 (0)40-2022888616  
pressestelle.ornen@serviceplan.com