

## PRESS RELEASE



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### **AllHome and AllDay Supermarket Continues Expansion to North Luzon**

The country's only full-line home center, AllHome, opens its 4<sup>th</sup> store in Bulacan at Sta. Maria along with its affiliates AllDay Supermarket, AllDay RX, Coffee Project, and Bake My Day. They are at Pulong Buhangin, the largest barangay in the municipality, right along the busy Norzagaray - Sta. Maria Road.

The Sta. Maria branch hikes up AllHome's total branch count to 49, nationwide. With this new store, AllHome now has 38 stores in Mega Manila, 6 in Luzon outside Mega Manila, and 5 in Visayas and Mindanao dispersed in 28 cities and municipalities. Driven by its sales results in the 3<sup>rd</sup> quarter this year that was 133% higher than the 2<sup>nd</sup> quarter and already at pre-COVID levels, AllHome's aggressive expansion plan focuses on establishing bigger and better branches in key cities outside Metro Manila—making it easier for engineers, architects, contractors, and designers based in these areas to access a wide variety of materials and products that are guaranteed to be of good quality. With its new and improved store look that features higher ceilings and rackings for the construction area, professionals get a better appreciation of what AllHome has in store for them. Aside from a vast range of products and services, AllHome offers value for money, convenience, and excellent customer service through its in-store consultancy service offered especially to homeowners who are currently building or simply fixing up their homes.

"Another distinct advantage to shoppers is the unique AllValue retail ecosystem which offers a complete shopping experience for customers. The robust store line-up caters not only to the shopper's home needs but also their daily essentials—even including the everyday cup of coffee," said AllHome Chairman Manuel B. Villar, Jr. "With the AllValue retail ecosystem present, customers can expect not only a complete but also an enjoyable and rewarding shopping experience during every visit," he added.

"We are also excited to launch AllDay Supermarket alongside AllHome at Sta. Maria, Bulacan. Found inside the supermarket is AllDay RX, AllDay's in-house pharmacy, and Bake My Day, a beautifully designed bakeshop stocked daily with freshly-baked bread and unique pastries. AllDay Supermarket offers a complete selection of essential grocery items, an impressive collection of imported goods, and a thoughtful curation of wine, deli, and cheese," AllHome Vice Chairman Camille Villar said. Given that the items AllDay carries are food and non-food-related, the supermarket implements strict health and safety protocols for both its employees and customers.

AllDay Supermarket also has rigorous cleanliness and sanitation routines that are observed daily to ensure that its stores remain clean and safe for all shoppers. The newest branch brings AllDay Supermarket's store network to 25.

Completing the exciting new experience for locals is Coffee Project, the country's most Instagrammable café. Coffee Project is proudly local, but its distinct aesthetic and signature blends are indeed of global caliber. With its delectable dishes and delicious drinks, it will be impossible for one to resist the unique charm Coffee Project is known for. Coffee Project Sta. Maria is the café's 50th branch to date.

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