

July 8, 2014

ALLE Mercato Store Opened

Addis Ababa, Ethiopia: The official opening of ALLE's third Cash & Carry store took place at Mercato on 8th July 2014.

ALLE's Mercato store complements the first and second successfully inaugurated and operational ALLE's Cash & Carry stores at Megenagna and Kality, similarly serving as a one –stop - shop and offering locally and internationally sourced products.

The Mercato store is located in the hub of Addis Ababa's market place, the largest open air market in Africa. The store is open for shopping Monday – Saturdays 9:00 a.m. to 5:00 p.m.

ALLE is committed to increase affordability of goods to consumers and has completed its preparatory work in identifying other regions and city administrations to serve in the rest of Ethiopia.