

Two ovens for every dayli

THE “DAYLI” CONVENIENCE STORE CHAIN BELONGS TO TAP DAYLI VERTRIEBS GMBH, PUCKING, AUSTRIA. THE COMPANY HAS ACQUIRED THE INSOLVENT BRANCHES OF SCHLECKER AUSTRIA IN LATE 2012. IT WILL ALSO FEATURE IN-STORE BAKING WITH A WIDE RANGE OF PRODUCTS



Opinions differ in the Austrian financial world about the ideas and visions of Dr. Rudolf Haberleitner. That may be due, among other things, to the fact that he is a resourceful self-publicist – simply the number of articles and interviews that have appeared in the international media since the takeover of 1,350 Schlecker branches generates hundreds of Google entries. On the other hand the 67-year-old is very successful, formerly as Head of Marketing and Distribution at the Hirsch Group, later as consultant and restructuring expert at, among others, Goldpfeil, Carrera and other exclusive brands. In addition, according to Haberleitner in an interview with the Viennese newspaper “derStandard”, he is said to have carried out more than 250 transactions in the past thirty years, including for example the sale of ATB to the industrialist Mirko Kovats. He is said to have restructured a German trading giant with sales of around EUR 52bn ten years ago, and to have recently sold it to southern Europe’s biggest logistics group.

While the Schlecker crash went through all the media in Germany for weeks, Haberleitner was already producing facts. With his Viennese restructuring company TAP 09 Invest GmbH & Co KG he bought a total of 1,350 Schlecker branches in Austria, Italy, Poland, Luxemburg and Belgium in July 2012, renamed the ca. 900 Austrian locations “dayli”, and announced the concept of a convenience store chain. It was followed by a storm in the rumor mill. There was said to be a lack of money and goods, the areas too small, the ideas too big, and allegedly there was no certified annual financial statement available to the credit insurance.

Restructuring at dayli

In the meantime the Lower Austrian gaming group Novomatic AG from Gumpoldskirchen belonging to the multi-billionaire Johann Graf, has now taken a 50 % shareholding in dayli (TAP Dayli Vertriebs GmbH, Pucking, Upper Austria). The first concept stores were opened in January 2013, e.g. in Linz-Ebelsberg with a population of around 18,000, or in Pöggstall in the Waldviertel region (Lower Austria, population

“dayli” price list

Product	Price in EUR
“Gstautber Wecken” (= dark bread loaf, powdered with flour), 1,000 g	2.69
Organic crusty bread, 1,000 g	2.69
Single sandwich, 300 g	1.45
Pumpkin bread, 500 g	2.80
Sunflower bread, 500 g	2.80
Rye bread loaf, 500 g	2.34
Kaiser roll	0.34
Ciabatta	0.79
Braided poppy seed pastry	0.75
Grain roll with quark	0.99
Giant breadstick (= baguette)	0.75
Pretzel breadstick	0.89
“Kornspitz” (= special grain roll)	0.89
Chocolate croissant	1.75
Chocolate-vanilla crown (= sweet pastry)	1.69
Giant snail-shaped pastry	1.79
“Topfenkolatsche” (= quark turnover)	1.75
Ölz braided butter pastry, 500 g	3.49
Ölz 4-pack raisin buns	1.55
Ölz poppy stollen, 700 g	4.79
Oven-baked Leberkäs (= meatloaf) roll	1.90
Oven-baked Leberkäs with cheese or pepperoni	2.50
Schnitzel roll	2.50
Dayli special roll with thin-sliced “Leberkäs”	1.70
Salami roll	2.00
Egg-topping breadstick	2.00
Cheese breadstick	2.50
Mozzarella-tomato-sandwich	2.50
Liver dumpling soup	2.00
Potato soup	2.50
Vegetable soup	2.50
Goulash soup	3.50
Penne (= pasta) with vegetable sauce	4.00
Meat croissant	4.00
“Krautfleckerl” (= pasta dish with cabbage)	4.00
Potato wedges	1.90
Garden salad	1.50
Elongated pizza pastry, in two varieties	3.50
Cappuccino	2.50
“Verlängerter” (= small mocha coffee, elongated with the same amount of water)	2.20
Espresso	2.00
Espresso, double	3.00
Café latte	2.90
Hot chocolate	2.90
Tea (per cup)	1.90
All beverages “to go” reduced by	0.50

source: Schitt



2,500), i.e. “right out in the country” (Haberleitner sound clip). After the one-month test phase, the first 100 shops were opened. According to the homepage, there are currently 883 daylis in Austria.

The plan of Haberleitner’s concept is to focus on a large number of small product ranges: food and convenience (also including hot snacks), drugstore products, entertainment electronics, paper goods, underwear and clothing, and three provision of service focuses:

- + post, car hire, laundry collection etc.
- + a bistro for communication
- + an “E-shop” through which, assisted by staff, one can purchase by mail order even if one doesn’t understand anything about computing. And anyone who doesn’t have a credit card can pay for the goods in cash instead at the dayli check-out

According to Haberleitner, each branch has two ovens, one to bake off fresh goods for the shelves, the other for hot food to take away or to eat in the bistro.

Haberleitner’s plan to have correspondingly redeveloped 600 shops in Austria by mid-2013 seems to be working. The plan is for the number to increase to 900 by the year end. They will not all be former Schlecker branches. Haberleitner says: “Any that are too small will either be enlarged or replaced.” The managers are not bothered by worries that his visions may fail the test of reality. When asked by the newspaper *kronen.at* what he had to oppose the supermarket chains with, he said, “I oppose them with only one thing: the fact that I am where the consumers are. I need no more than that.” And in answer to the question of where the money would come from, he said, “Every day I receive around twenty emails from people asking whether they can also join in.” Haberleitner has also already cast an eye at Germany. 480 stores are said to be already firm. However, the start planned for early 2013 has already been postponed until after Easter. It has also now been announced that dayli intends to enter Switzerland. Haberleitner allegedly plans to start with 100 locations from 2014 onwards.

Destination dayli, Linz, Hartheimerstrasse

The first shop in the new livery has opened in Austria. The location is Ebelsberg, a residential district of Linz, at Hartheimerstrasse 31 directly alongside a Unimarket (Pfeiffer HandelsgmbH, Traun, Upper Austria), a regional supermarket format with a simple bakery shop. The store is well staffed with four employees, but the number of customers rather small, ten in the period from 11–11:30 am. The suppliers of the baked goods in the bakery shop are hinted as Haubi’s (Anton Haubenberger GmbH, Petzenkirchen, Lower Austria) and Ankerbrot AG, Vienna. The prices of the baked goods at dayli are high compared to the bakery shop in the Unimarket. A Kaiser roll at the latter costs EUR 0.20, but EUR 0.34 at dayli. The price labelling needs improvement. The coffee prices are at coffee house level and are probably not appropriate to ensure frequency. Cosmetics, beverages, fruit and vegetables are also available, and there are textiles, cigarettes and a station that develops photos. +++

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