

# valora magazine



Weggis, Schiffstation

»14.e

valora



80 years  
young.

Thank you, dear k kiosk, for sweetening our customers' journeys for the last 80 years.



# Happy Birthday k kiosk!

Dear Valora

80 years of k kiosk is certainly a reason to celebrate – and SBB would like to extend its congratulations! Your k kiosks at our railway stations have been offering both your and our customers a wide and useful selection of goods for 80 years.

Our mutual success story is much older though, having begun over 100 years ago – the earliest contracts with k kiosk's predecessors go all the way back

to 1902. Today, you are our biggest railway station partner company, with around 200 k kiosk and Press & Books shops, 59 branches of avec. and 20 Spettacolo cafés. In rural areas, your railway kiosks often provide the only opportunity to purchase something on the way home. Together with us, you continuously strive to align your business and your range to optimally meet customers' needs. We share the same goals!

You are also an important partner in the new Löwenstrasse station on the Zurich cross-city link, which will open in June. With three kiosks, two Spettacolos, an avec. shop and a le crobag bakery, you are making a significant contribution to

expanding the range of services in Zurich's main station. We are really looking forward to this. In 2011 you took over the Colombi kiosks in Ticino, thereby ensuring that our customers in Italian-speaking Switzerland can also enjoy refreshments and interesting reading material on their journeys.

Happy Birthday, k kiosk – I look forward to continuing our successful business relationship.

Yours,  
Andreas Meyer,  
CEO SBB AG

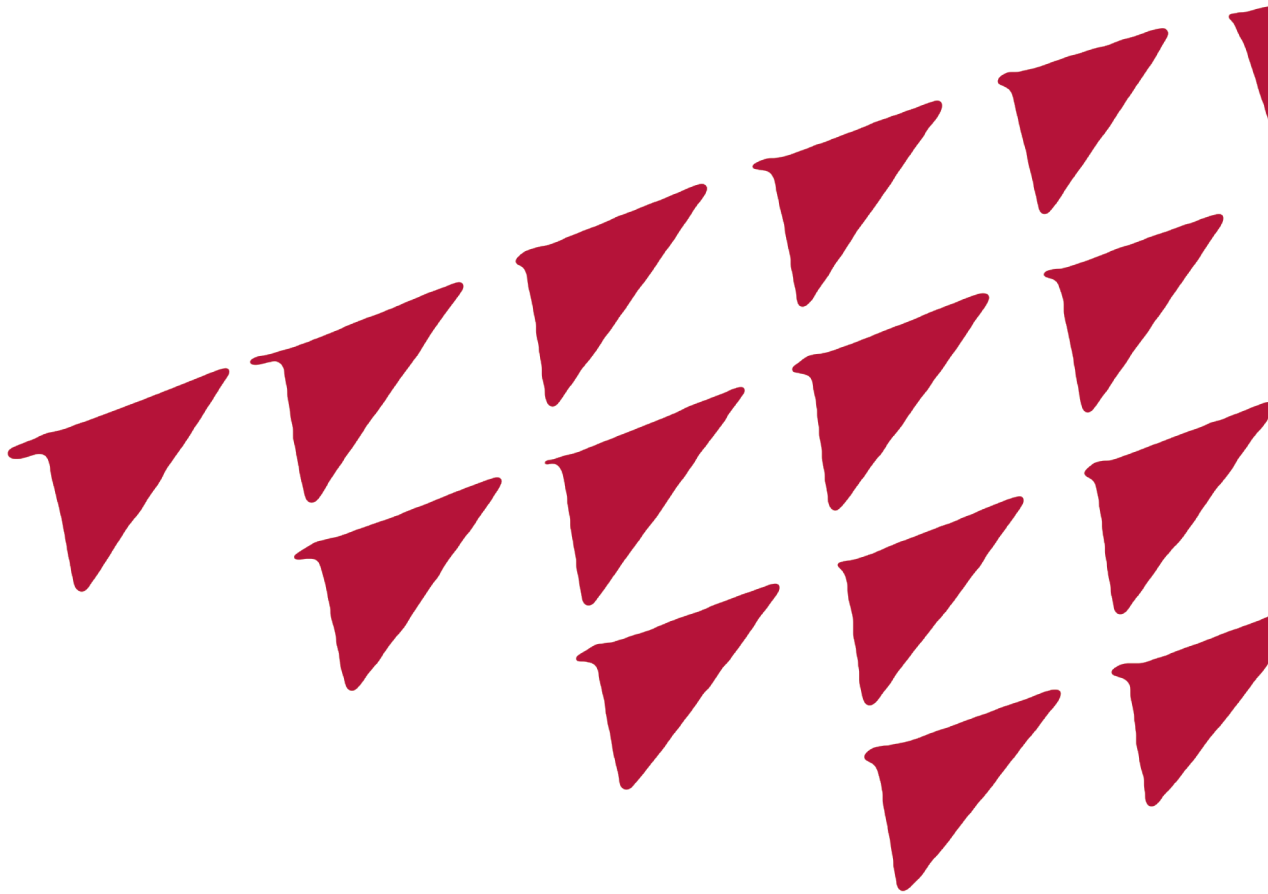




# We congratulate "k kiosk" on its 80th birthday!







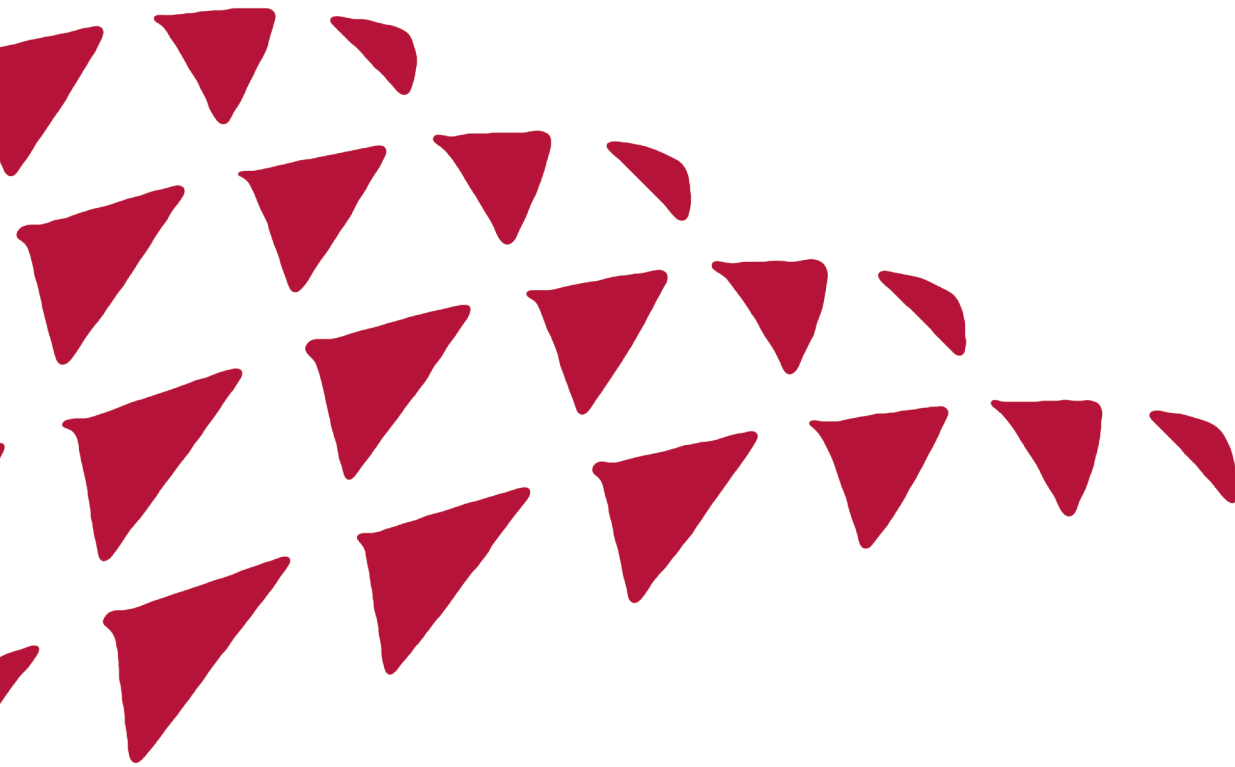
### *Dear Reader*

The kiosk turns 80 – cause for celebration, of course, but also an opportunity to look back. Kiosks are now integral to our daily lives, a social institution in their own right. Valora Retail has some 900 in Switzerland, a further 200 in Germany and 70 in Luxembourg. They are an established staging post whenever we are out and about. They exist all over the world, and can also be traced back throughout history.

The kiosk is where life is condensed into limited time and space. Over a million consumers pass our kiosk shops each day. Their purchases usually planned, sometimes

spontaneous. A friendly hello, a brief chat, a response to an enquiry – these are what make kiosks so dependable. Kiosks are uniquely close to their consumers, and so are well placed to observe market trends. That is why, over all the years they have been around, the kiosks' design and product range have always been kept up to date, reflecting the spirit of their age. Whereas they previously focused on newspapers, tobacco products and lottery tickets, today their emphasis is more on beverages, snacks, bakery products and iTunes cards – a mixture of the essential and pleasurable. One thing that has not changed is that consumers are always in a hurry. Things have to be quick and convenient, outlets need





to be open from early till late, contactless payment needs to complement cash. That is the way it is.

This edition celebrates our kiosk. We look back at how the format has developed over the decades. We also examine a cross-section of our current sites and what they have to offer. We give consumers their say and portray individual employees. Interesting details and surprising statements show the tradition and zeitgeist of a retail format that continues to pursue one goal to this day: to focus on the consumer and be part of his or her everyday life. For more than 80 years, kiosks have provided an ideal platform for innovation. They are close to their consumers, car-

ry a simple product range and can be experienced immediately.

I wish you enjoyable reading. Needless to say, I would be delighted if the kiosk remained part of your everyday life in the years ahead.

**Rolando  
Benedick**





TREND & MARKET  
INNOVATION

Pleasure dome,  
magazine shop  
or  
money-transfer  
point?



## WHEN EVERYTHING IS CONSTANTLY CHANGING

Old or new, traditional or modern, kiosks have been with us for generations. Through the goods and services they offer, kiosks gain a keen sense of current trends. They remain up-to-date and innovative by constantly re-inventing themselves. Kiosks invite us to take a stroll. Indeed, the word's original meaning of "pleasure dome" still resonates today. In the German-speaking region, the word has been in use since the 18<sup>th</sup> century. Its origins, however, can be traced back to the 13<sup>th</sup> century. The term originated with the Persian word "gōše", which roughly equates to corner or angle. Switzerland's kiosks were not given their first corners and angles until the late 19<sup>th</sup> century, when permanent small kiosk buildings began to appear. From 1934 onwards, the firm Kiosk AG established itself in Switzerland, since when these structures have been selling newspapers, magazines, tobacco, confectionery and lottery tickets every day from early in the morning till late at night. Besides these traditional categories, the product range on offer at kiosks has evolved constantly. That is one of the reasons why kiosks remain relevant and contemporary to this day.

The Valora k kiosks we know today have been around for nearly 10 years. In 2004, Valora replaced the original red-and-white branding with the current blue, white and red design. This uniform concept enables Valora's k kiosks to differentiate themselves clearly from their competitors in the kiosk and small-outlet retail sector.

The k kiosk format is working well. It is also expanding. Indeed, it is not only the network of more than 900 sites in Switzerland that make k kiosk a recognised brand today. With nearly 70 units in Luxembourg and 220 shops in Germany, the k kiosk is one of the most widely represented retail brands in German-speaking Europe. One that has been attracting consumers every day for eight decades now.

## CONSTANT EVOLUTION, RATHER THAN REVOLUTION

Since they were first introduced ten years ago, the blue k kiosk outlets have been regularly updated. That applies to design and their product ranges. The goods and services on offer are always determined by consumers' needs, and these are constantly evolving. In addition to the basic range, new categories are being added. Whether it is hot tea and coffee, fresh bakery products or exquisite sandwiches, there is a clear demand for food and beverages. Voucher cards and service packages enhance the kiosks' offering.

# TREND & MARKET INNOVATION

## A FILLING STATION FOR EVERY COMMUTER

What if you are really hungry, rather than just a little peckish? The k kiosk is the right destination for consumers looking for a quick bite to eat. Now, the range on offer is no longer limited to chocolate bars and savoury snacks. Valora's new k kiosk sandwich line, launched in 2013, was the first range of food products unique to Valora. These sandwiches, marketed under the "Fresh for you" claim, offer genuine eating enjoyment in the middle of hectic everyday life. Valora is systematically developing its focus on food and beverage products.

## A YOUNG AND TRENDY BRAND

The most pronounced change at k kiosk came when Valora launched ok.-. The range's distinguishing features are its product quality, competitive pricing and sleek, elegant designs. Demand for ok.- products is particularly strong among young consumers, and their interest is not limited to ok.- energy drinks. From umbrellas, to iced tea, to prepaid cards, ok.- enables new offerings to be brought to market. Innovations such as ok.- mobile and the ok.- prepaid MasterCard demonstrate Valora's success in putting this into effect.

## LOCALLY CONNECTED, BOTH ONLINE AND OFF

Over the last few years, Valora has devoted a lot of time to developing innovative services to connect its retail outlets to the world of online retail. Today, for example, consumers can use Valora's Päckli Punkt (in English, "Package Point") service to send packages back from a k kiosk – conveniently and efficiently, from early till late, and at a reasonable price, too. Thanks to the boom in online retailing, this has become a rewarding business for Valora. It also contributes significantly to footfall at all Valora's outlets.

## THE KIOSK OF THE FUTURE

Newspapers, magazines, cigarettes, lottery tickets – kiosks will continue to offer these to their consumers in the future, too. What was important hitherto will remain so. Alongside these, kiosks will devote more space to services linking the virtual world to in situ, physical retail. Technological advances will broaden the kiosks' scope and create new opportunities. Whether physical or virtual, the kiosk remains an ideal platform both for identifying new trends and for initiating them.



**YOU'LL RARELY  
BE ALONE FOR LONG  
IF YOU SMILE**

*Patricia Oetjen* comes from Sirnach, lives in Aadorf and runs four kiosks - in Sirnach and Aadorf. No surprise then, that she knows most consumers by name.

“WHEN YOU'RE FROM  
THE AREA, YOU CAN BE  
REALLY CLOSE TO  
YOUR CONSUMERS.”





# closeness

A construction worker walks up to the kiosk and just says "Blick." So the saleswoman replies, "Hello. Coming right up. There you go. Thank you very much". The man looks up, straight into the woman's shining eyes. And because this is probably the first bit of good humour he has experienced all day, he buys a chocolate coin as well.

That good humour is infectious is something Patricia Oetjen knows from experience. She has worked at kiosk for 10 years, and has been an agent manager since September 2013, with two outlets in Sirnach and another two in nearby Aadorf. She's never in a bad mood, at least not at work. "After all, it's not my consumers' fault if I'm out of sorts", she says, using a moment when there are no consumers about to fashion a garland from lottery tickets, ladybird chocolates and chocolate sticks.

"Hello, Mrs. Bergmann", she calls from her kiosk. Whether she's in Aadorf, where she lives now, or in Sirnach, where she grew up, Patricia Oetjen knows half her consumers by name. Of course, she cannot cut herself into four, so she has deputies working at the two Aadorf kiosks and at the station kiosk in Sirnach, while she holds the fort at her favourite kiosk, at the Migros supermarket in Sirnach. Her parents' house is close by, and her old school is around the corner. The old Sirnach kiosk used to be opposite that.

That kiosk! It was a Mecca for Patricia as a young girl. That was where she bought wrapped sweets for 5 centimes each and – if her pocket money could run to it – a children's magazine, then Bravo, when she was a bit older. But as to the woman running the kiosk, what a dragon she was! If little Patricia became lost in thought, or looked through one magazine and then another, the witch would growl "Chosen yet, have you?!"

Back to today. The business between Mrs. Bergmann and Mrs. Oetjen is soon concluded. The saleswoman opens a drawer, leafs through some transparent folders and pulls out the envelope with Mrs. Bergmann's name on it. One Glückspost and one copy of Notärztin Andrea Bergen. That's 7 francs 10 altogether. But wait! Mrs. Bergmann wants to play the lottery, too. "Without the extras", she adds. That, Oetjen knows, means that the pensioner will play without the Swiss Lotto Joker, which costs an extra 2 francs. So she plays without the extras, and, sadly, also without winning. "Modesty is a virtue", she adds before taking her leave.

Modesty suits Sirnach, a village in the southern part of the canton of Thurgau, closer to Wil than to Winterthur. People here still greet each other when they meet in the street, there's a men's club, they play jass, a Swiss card game, for prizes and there is a yodelling club, which meets in the school singing room every Monday. The wrestler Daniel Bösch and Sirnach Football Club are probably alone in being known outside the region, the latter because a lightning strike on the sports ground during a match in 2012 slightly injured three players, earning a mention in Blick, the leading Swiss tabloid. Having been hit by lightning, FC Sirnach was then unbeaten for its next 18 games, enabling this former relegation candidate to move up to the 2<sup>nd</sup> Inter-regional League at the end of the season. That earned a headline in Blick, which Patricia Oetjen sold out of very quickly that day.

The 13 kiosk saleswomen Oetjen now employs all come from Sirnach, Aadorf or one of the neighbouring villages. "It's important to me that the saleswomen have roots in the region", she explains. After all, consumers often come to chat as well as to buy something – that, at least, is true of the kiosks at Migros supermarkets, where consumers tend to be

in less of a hurry than they are at station kiosks.

Mrs. Oetjen's kiosks are not all identical, either. The agent-manager has adapted the 700-item product range to suit her consumers' needs. At the station, more and more commuters wanted a self-service coffee machine. Their wish was her command, and the coffee machine is now proving very popular, ideally complementing the fresh bakery items on sale at kiosk. The kiosk at the Migros in Sirnach, conversely, has an ample selection of novels about doctors, alpine romances and biographies of the nobility. Housewives and pensioners are still the main consumer groups in Sirnach and Aadorf.

In a nutshell, Patricia Oetjen and her staff always have a keen sense of their consumers' needs. That has already enabled this agent-manager to increase the revenues her kiosks generate in a very short time. Moreover, since she can deploy her employees flexibly across four sites, she has also been able to reduce her staffing costs. That approach has paid off for her, and for Valora. When she started work at Valora 10 years ago, this mother of two was employed on an hourly wage. Now, with the children nearly grown up, their mother runs a small business of her own.

She looks at her watch. Her parents will be here soon, to collect their copies of Glückspost, Schweizer Illustrierte and I Create, a specialist computer magazine. She uses the five minutes she has in hand to complete her lottery garland. Patricia Oetjen likes working on things – be it her own good fortune or that of her consumers.

## *Close to the action.*

Valora achieves that closeness both through its geographical presence and at the human level. It shows in the cheerful attitude of Valora's staff and the friendly way they interact with people. It also enables Valora to observe and understand its markets.

# Fantastic plastic!



Make cashless payments, instantly, wherever you happen to be. No application. No credit check. No form filling. *The ok.- prepaid MasterCard – a fantastic piece of plastic.*

For over a year now, consumers have been able to make cashless payments using the ok.- prepaid MasterCard. Simply, conveniently and literally everywhere. No trip to the bank, no application and no credit check are required to get one. The ok.- prepaid MasterCard is available at every k kiosk, avec. and P&B outlet. For just 39 francs. Buying the card is child's play. So is activating it. Simply take a card from the display rack, pay the fee and then load the amount of your choice. You just have to register the card online or by phone, which is quick and easy.

With the ok.- prepaid MasterCard there are no long forms full of small print. What you can do, though, is load funds on to your card at more than 900 k kiosk, avec. and P&B outlets, up to a maximum balance of 2500 francs. Once the funds are loaded, the card can be used straight away. More than 30 000 Valora consumers appreciate using this service. For them, our new prepaid card is absolutely ok.

*Cashless payments with no hassle and no form filling. A detail? Yes, but that's what makes a difference.*



# 1970



## 1<sup>ST</sup> WORLD CUP STICKER ALBUM

**Back in 1970, Kiosk AG was already 36. That was the year the Beatles split up, the year Andre Agassi, Claudia Schiffer and Naomi Campbell were born, and Brazil beat Italy 4:1 at the World Cup final in Mexico. This was the first World Cup for which Panini produced a sticker album. Since then, well over a billion footballers' pictures have been sold at Valora outlets.**

*Panini S.p.A. was established in 1961, when it published its first album of collectible pictures of Italian footballers. These albums have been produced for every World Cup since 1970, but it was another ten years before the first album for a UEFA championship appeared on the market, for the UEFA Cup in Italy.*

# BESTSELLER K KIOSK

BESTSELLER LAST 5 YEARS



BESTSELLER BLICK 2013



BESTSELLER CHEWING GUMS 2013

BESTSELLER LOTTERY 2013

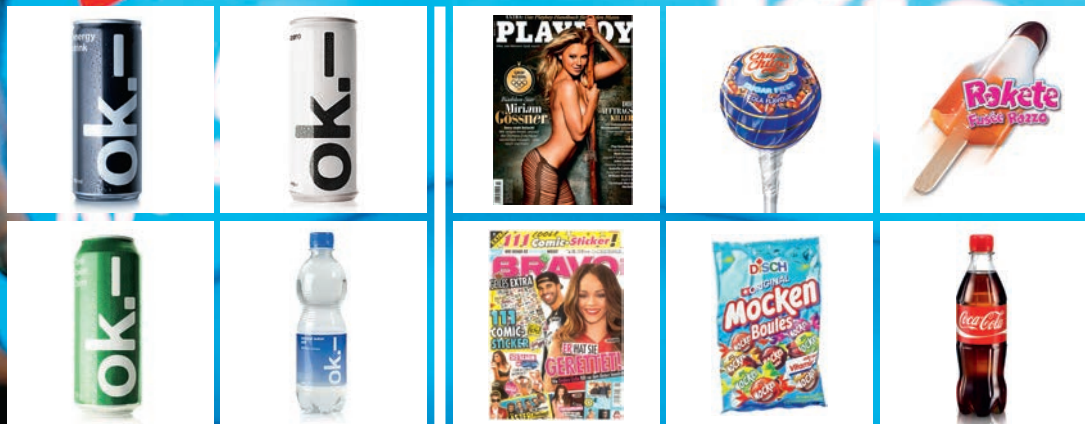


BESTSELLER BOOKS 2013



BESTSELLER OK.- 2013

ALL-TIME CLASSICS





# FROM MARKET CRIER TO MINI SHOPPING CENTRE. THE SWISS KIOSK'S HISTORY REFLECTS THE DEVELOPMENT OF THE COUNTRY'S ECONOMY, TRANSPORT INFRASTRUCTURE AND SOCIETY. YET, THE KEY TO ITS SUCCESS HAS NEVER CHANGED. KIOSKS NEED TO BE CLOSE BY AND CONVENIENT, AND THEY NEED TO PROVIDE IMMEDIATE SERVICE. FOR GENERATIONS, KIOSKS HAVE BEEN EMBLEMATIC OF THE (FREEDOM OF) PRESS AND ITS DIVERSITY.

**EARLY HISTORY: KÖŠK AND MARKET CRIERS.** The term kiosk is Islamic in origin. It means pavilion. The French were the first to use kiosks as sales stands, introducing the kiosque in the 18<sup>th</sup> century. While newspapers in Switzerland were originally hawked by market criers, from 1900 most sales were handled by railway-station kiosks.



**1939–1945: MEN JOIN THE ARMY, WOMEN KEEP THE ECONOMY RUNNING** With the outbreak of World War 2 and Switzerland's general mobilisation, the economy lost many of its male employees, with women taking their place. Goods supplies dwindled, tobacco was rationed. In December 1939, Kiosk AG set up an assistance fund for its employees – paving the way for today's pension fund.



**1934–1938: THE FOUNDATION OF KIOSK AG** The 1920s witnessed fierce competition between kiosk operators at Swiss railway stations. The railways allotted sites on a regional basis, granting Librairie Edition SA sites in German-speaking Switzerland to the West of Winterthur and in the Ticino. The firm was then jointly acquired by Payot and Werfenfels and re-established as Kiosk AG.



**1946–1959: ECONOMIC UPTURN AND EXPANSION.** With the economy booming, Kiosk AG expanded. Outlets outside stations, in heavily frequented locations in cities and villages, became more important. In the late 1950s, the first kiosk opened in a Migros supermarket. Kiosk AG also began distributing press products to third-party consumers. The first IBM computer was installed in 1954.



**1960–1989: EXTENDING THE PRODUCT RANGE.** There was expansion inside the kiosks, too, as the product range was constantly extended. Tobacco products and snacks made an ideal complement to drinks and coffee – as this photograph of the St. Moritz station kiosk, rebuilt in 1960, shows. When Kiosk AG celebrated its 50<sup>th</sup> anniversary, Federal Councillor Furgler acknowledged that it fulfilled a “genuine need” across the country.



**1990–2003: ACQUISITION BY VALORA.** In 1990, Valora Holding AG merged Kiosk AG with Schmidt-Agence SA. Having obtained approval from Switzerland's Federal Office for Professional Education and Technology, Valora began training its first apprentices as kiosk sales staff – an important milestone in the professionalisation and further development of kiosk sales as a professional occupation.



**2004–2013: THE BLUE K KIOSK EXPANDS BEYOND SWITZERLAND'S BORDERS.** In 2004, Valora introduced its blue k kiosk format, based on uniform component elements, thus clearly differentiating its network of some 1000 uniformly designed k kiosks from the competition. In 2010, Valora successfully acquired 180 outlets from tabacon and has established a new market presence in Germany and Luxembourg.



**2014: A MAJOR AND A MINOR ANNIVERSARY.** Valora celebrates the 80<sup>th</sup> anniversary of Kiosk AG and the 10<sup>th</sup> anniversary of k kiosk. History shows that the design of the kiosk has developed, without leaving tried and tested attributes behind. It is a versatile microcosm, used by millions of consumers every day. New consumer preferences shape what it has to offer. The k kiosk is thus our society's constant companion.



*valora magazine* "14  
12 **Mirjana Dakic**  
**Airport Zurich**







Abflug  
Departure



k kiosk

k kiosk













BERCHTOLDVS. V. DVX. ZAERING.  
RECT. BYRGVND. VRBIS. CONDITOR.  
TVRRIM. ET. PORTAM. FECIT.  
A. CHR. MCXCI.  
EA. RENOVATA. MDCCLXX.

ZONE  
20

28t

kiosk

A kiosk with a copper dome and a woman in a red coat buying items. The kiosk is filled with various items, including magazines and newspapers. The woman is wearing a bright red coat and is looking at the items on the kiosk. The kiosk has a sign that says "kiosk" and is located on a cobblestone street in Bern, Switzerland. The kiosk is surrounded by various items, including magazines and newspapers. The woman is wearing a bright red coat and is looking at the items on the kiosk. The kiosk has a sign that says "kiosk" and is located on a cobblestone street in Bern, Switzerland.



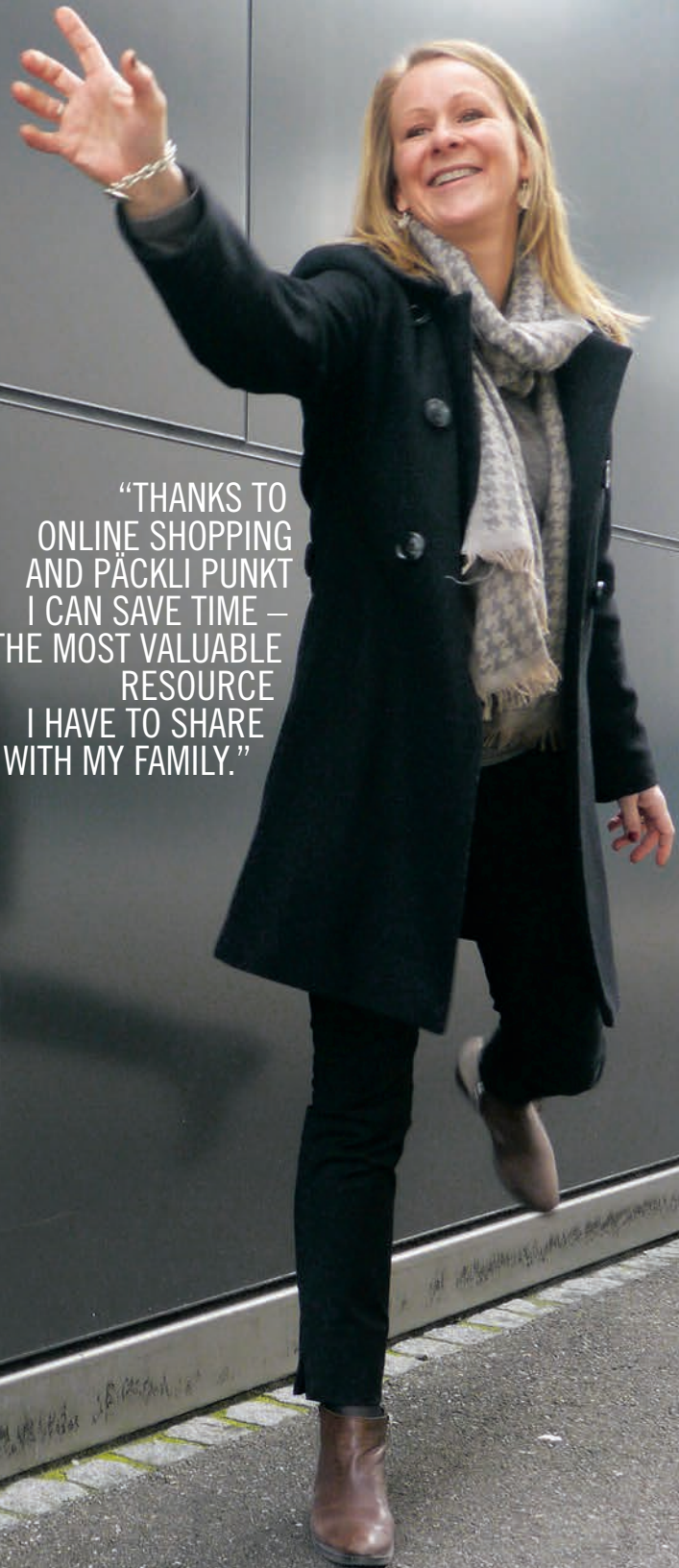


E. Hirschi  
Geschäftsführerin  
kiosk

**SEND IT QUICKLY  
ON ITS WAY!**

*Daniela von Bergen*  
has a son, a husband,  
a job – and little time  
for shopping. Online  
shopping is the answer.  
If something doesn't  
fit, Valora's Päckli Punkt  
service ensures it can  
be sent back easily.

"THANKS TO  
ONLINE SHOPPING  
AND PÄCKLI PUNKT  
I CAN SAVE TIME –  
THE MOST VALUABLE  
RESOURCE  
I HAVE TO SHARE  
WITH MY FAMILY."







# Simplicity itself

Daniela von Bergen's favourite shops are no longer Zara, Globus and Mango, but Zalando, La Redoute and Vertbaudet. Whereas she used to like going shopping in Zurich with her friends, today her shopping mile is all contained within the 9.7 inch diameter of an iPad screen. Marti Barletta, who researches consumer behaviour, recently wrote that "Men are buyers, women are shoppers". Daniela von Bergen is the exception to that rule. She simply does not have the time to visit shops. That is because of Lenny.

What is Lenny's favourite pastime? Collecting stones, showing them to others, sorting them, throwing them, burying them, digging them up again, counting them and sorting them again – by size, shape and colour – throwing them on the ground, picking them up again, putting them in his mouth, giving them to others, and then asking for them back again. All this takes time! And woe betide anyone who tries to haul Lenny out of his own personal Stone Age.

Children need time spent on them. While that insight itself is hardly new, their parents constantly need to find new ways of finding that time. Perhaps this question is now harder to resolve than before, because gender roles are not as clearly delineated as they used to be. Daniela von Bergen, for her part, is not only the mother of an 18-month-old boy and a housewife, she also holds down a job as a PR professional with a 40-percent contract.

So, with time scarce but money available, online shopping is the answer. While Lenny has his afternoon nap, his mother clicks

on the iPad, starts surfing the internet and orders a new summer dress for herself and a whole collection of summer clothes and shoes for her son. A couple of days from now, two packages will be delivered to her door, while she and her family enjoy some quality time together, time they can spend feeding the ducks on the river Limmat, splashing around at the lido, visiting a farm or going to see Lenny's two sets of grandparents in Neuhof and Spreitenbach.

Online shopping is booming, especially in Switzerland, where people embrace technology with open arms. Ninety percent of Swiss internet users shop online, according to a survey by the University of St Gallen. Online retail sales in Switzerland are now running at more than 10 billion francs annually. The country's number-one online retailer is Zalando, which last year is estimated to have generated online revenues of 250 million francs and dispatched some 3 million packages. In fact, that figure of 3 million does not tell the full story. Estimates show that more than half of Zalando's packages are sent back, which makes for another 1.5 million.

Daniela von Bergen knows the problem. A blouse, say, might appear to be bright red on the screen, but turns out to be plain and dull when it actually arrives. Or shoes which are too tight or whose quality is simply not good enough. "That is the downside to online shopping", she admits, "you can look, but you can't touch". It was for precisely that reason that experts predicted several years ago that Zalando would not do well. How wrong they were. Zalando's promise to its consumers

"Schrei vor Glück oder schick's zurück!" (in English, "Jump for joy, or send it back") proved a highly convincing argument with consumers.

While Zalando is also Daniela von Bergen's number-one online retailer, she used to find returning goods a headache. As she says, "Even though there is no freight charge, I still had to make a special trip to the post office." And, as one might guess, standing in line in Nussbaumen's busy post office is not one of Lenny's favourite pastimes either.

That is why Lenny's mother really appreciates Päckli Punkt. At more than 800 Valora outlets like kiosk, avec. or P&B she can drop off returned packages to go back to their retailers – and she can do that at weekends and after work – as indeed she is doing now. As Lenny starts getting impatient sitting on his Puky bike, his mother hands over the parcel and is given a receipt. 35 seconds later they are both on their way back home, leaving plenty of time for collecting stones.

*Simplicity also means convenience.*

Dealing with tasks easily and effortlessly. Making day-to-day life easier. Efficient processes, available here and now, whenever a need arises. Those are the ideas on which the convenience store is based.

The smell of fresh coffee  
makes a morning successful.  
*And it now wafts towards early birds  
and commuters from the k kiosk.*



## Enjoying coffee at k kiosk

“Early Bird”, “Hot Beans”, “Hand-wärmer2Go” – with those plays on words and brightly coloured paper cups, coffee from k kiosk provides consumers with a bit of individuality while they are out and about. Whether it is for breakfast, on the way to work or after a meal, whether it is an ordinary coffee, a cappuccino or an espresso, k kiosk’s consumers can now enjoy a coffee at the station, in a shopping centre or on a street corner. At some 700 re-designed outlets, new coffee towers have been installed, offering a wide range of choices.

By using professional-quality coffee machines and premium coffee beans from Illy, the renowned coffee roaster, the espresso to go consumers can now buy from Valora will taste every bit as good as in an Italian restaurant. Valora also uses fresh milk, so that frothy options like cappuccino or latte macchiato can also be prepared properly. Indeed, these now account 30 percent of Valora’s overall coffee sales. Enjoying a coffee at k kiosk is certainly becoming popular, as the 10-percent year-on-year increase in sales achieved in 2013 demonstrates.

*Classic coffees doing well.  
A detail?  
Yes, but that’s what makes  
a difference.*





## THE KIOSK TURNS

# 80

**The kiosk as we know it today has been around for 80 years. That equates to 960 months, 4160 weeks or 29 200 days, without adjusting for leap years. Kiosks have been selling Blick, Switzerland's leading daily tabloid, every day since October 1959. That means that more than 15 000 editions have been sold over k kiosk's counters, with the same number of headlines appearing on its front pages.**

*k kiosk is Valora's kiosk format. These outlets, all located at heavily frequented sites, sell a wide range of products, from newspapers to chocolate bars to prepaid service cards. Specialising in that little everyday indulgence, k kiosk is always close to its consumers. Constantly in touch with life, k kiosks meet individual consumer needs and provide them with a little emotional high as well, quickly and efficiently.*

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## WAITING WAS FOR YESTERDAY

Quick-paced music, a quick-paced walk and quick-paced shopping. The way *Tanja Adis* sees it, life is far too short to waste it waiting.

"FOR ME,  
WAITING  
IS JUST  
BORING."







# Immediate

Seven steps to the cooling cabinet. Grab a Valser mineral water. Five steps to the check-out. Grab a chocolate stick and some chewing gum. Hold your credit card over the payment terminal, wait for the beep and off you go. Your 12-second shop is over.

Tanja Adis likes life to be fast. She likes flying and having a good time. She changes flats every two years and describes herself as always being charged up. That fits with her interest in e-guitars and hardcore punk music. Those not familiar with the genre should imagine a pneumatic hammer, a raucous male voice and perhaps just a suggestion of melody.

Tanja Adis has certainly tried to live life in other ways. She is an open-minded person and has experimented with a slower-paced approach a few times. Her last effort in this direction was with yoga. She soon found the asanas and the asanas were not for her. "I was too impatient, and always felt I was missing out on something else as I sat there cross-legged on the mat. For me, a slow pace is just boring."

Not surprisingly, waiting is not something this 41-year-old woman enjoys. Because she likes setting her own pace when she is out and about, she prefers to make her way to work from Rümlang along the Glatttalstrasse to Zurich-Oerlikon by bike. This smart German woman takes just over a quarter of an hour to complete the route, which is nearly six kilometres in length. Only in winter does she use public transport. That is when she becomes a regular consumer at the kiosk at Rümlang station. Her ritual is always the same. 10 minutes before her train leaves, she rushes out of her building, runs to the

station, dashes into the kiosk, charges out with her mini breakfast, hurries to the platform and jumps on the train.

One reason that tight schedule works can be found in the fastest payment system currently available in Switzerland, the contactless credit-card payment technology that kiosk and P&B already offer their consumers. The saleswoman at the kiosk scans the barcodes, Tanja Adis holds her credit card over the payment terminal, which soon beeps to indicate that the transaction has gone through. No cash, no card to put into a slot, no PIN – just a beep. Only if the value of the purchases exceeds 40 francs are consumers also required to key in their PIN.

That is a blessing for Tanja Adis. She has been used to paying for everything with her credit card, wherever she is. "I am a cash renegade", she says, adding that she probably spends only about 100 francs in cash each month. At least, as long as she is in Zurich. She likes travelling to distant lands. When she gets there, she has no fear of spicy food or straw mattresses. The only thing that bothers her is always needing cash. On her last holiday, in Jamaica, the low limits placed on daily cash withdrawals at ATMs meant that she had to draw out cash with three different cards each day. "A nightmare!"

Soon, Tanja Adis predicts, she will pay for her shopping with her mobile phone. "Mobile payment is the future", she says. After all, she adds, nowadays people always have their smart phone with them, and that also enables them to review and manage what they are spending. Her eyes light up when she starts talking about the treasure trove of technology in use at her place of work. She

acquired her passion for technology from her earliest childhood. Her father was a technical manager at IBM Germany, so Tanja Adis grew up with computers long before the term "digital native" had been invented. "Except, of course, that my father's PC was about the size of a fridge and could not do as much as the smart phone I have today", Tanja Adis explains. She uses her phone to take photos at live concerts. Then, after a couple of seconds spent tweaking the images with her Snapseed app, she is ready to post them on Instagram – with the band's permission, of course. Since 2006, she has been the independent publisher of heartbeatmedia.de, an online magazine covering music, sport and leisure.

At weekends, even the fast-paced Tanja Adis shifts down a gear. Early this morning she was out jogging, this afternoon she will drive to Germany, to visit her two horses at a farm just over the border. She has not yet decided if she will ride her Freiburger mare, who has plenty of endurance, or her quarter horse mare, who is more suitable for short, quick gallops. One is called Fly, the other Speedy.

## *Immediate and straightforward.*

No basket, no waiting, no queue. Pay immediately at the counter, in cash or by card, with a new contactless payment option now also available. Service is still personal, nevertheless. Valora is where people are, and where the action is.





## TRADITION AND ZEITGEIST

For years, k kiosks have been social meeting places. In their social role, k kiosks have not only actively defined history, they have also documented it. This dual role, simultaneously shaping history and documenting events, may well be the reason why k kiosks are very much in tune with social evolution. In Switzerland, k kiosks have been there for generations of people for more than 80 years. Like a stout rock in a raging sea, the k kiosk provides a constant point of reference in hectic everyday life.

For 80 years, kiosks have provided continuity. They were, and remain, places for spur-of-the-moment purchases. They inspire successive generations. They are open, when other shops have long closed their doors. These characteristics are all typical of the kiosk as Valora operates it with its k kiosk format. That is true today and will remain so in future. Take Panini. Generations of school-children have devoted their breaks to them, thus learning their first lessons about bartering and free markets. Or lottery winners. Week in, week out, k kiosks bring happiness to lottery players. Or confectionery, which has brought millions of children to their local kiosk on their way home from school. Their parents may not always have approved, but the sweets certainly provided enjoyment.

Be they young or old, on their way to school or to work, going to a concert or on a longer journey, all k kiosk consumers know they can feel at home when they are out and about. Nowadays people eat, drink or read while on the move – so products need to be available «to go». A coffee at the station, a sandwich for lunch, a chocolate bar at the office. From cigarettes, to chewing tobacco to e-cigarettes, from a healthy snack to a little indulgence between meals, k kiosk shelves play host to new trends and classical lines alike.

## A BIG WORLD IN A SMALL SPACE

They were there from the very beginning. The first product ever sold at a kiosk, present at the creation. It was to provide the necessary infrastructure for selling daily newspapers that the kiosks were created. Thanks to the newspaper, every human being can be a man or woman of the world. They inform us, explain things to us, educate us. Sometimes, they are also allowed to entertain us. Besides offering a window on the world, they also usher us into everyday life. For many people, the day still begins with a walk to the kiosk and the purchase of a daily newspaper.



## A MAGAZINE FOR GENERATIONS OF YOUNG PEOPLE

Stars, music, lifestyle and fun. Since 1956, Bravo magazine has been shaping youth culture. Today, it has become an indispensable part of young people's everyday lives. For 45 years, Dr. Sommer has been answering young people's most pressing questions. The soundtracks of entire generations have been immortalised by the Bravo Hits Collection, which now covers more than 80 albums. On sale at k kiosk since 1959, Bravo has been an integral part of the lives of successive generations.

## PEARLS OF JOY FOR 5 CENTIMES

For 5 centimes, they provided joy. They still exist today – though they cost a little more now. They have stuck to plenty of teeth and annoyed quite a few dentists. But they brought smiles to countless faces, young and old. In a competition to name the most iconic confectionery item they would have a good chance of winning. The 5-centime wrapped sweet. They were what really brought joy to the kiosk. Invented in 1920s and an integral part of the kiosk product range for more than 80 years.

## COLLECTING FOOTBALL PLAYERS

Buying and selling football players. What has become a hobby for oligarchs and sheikhs in recent years is something that anyone can do, thanks to Panini. 1961 saw the launch of the first Panini sticker album, featuring photos of Italian football players. The 1970 World Cup in Mexico was the first international football competition for which a dedicated Panini album was distributed. Children today are collecting 2014 stickers, for this year's World Cup in Brazil.

## WHAT WILL REMAIN? WHAT IS YET TO COME?

Some k kiosk products and services have had a firm place in the day-to-day life of generations of consumers. Some of these classics have been presented here. The k kiosk is constantly evolving. In future, it may, for example, be possible to order products online and have them delivered to a k kiosk, where they can then be collected and paid for by smart phone. The kiosk will remain host to new, innovative products and services which will continue to play an integral part in the everyday lives of future generations.

SWISSCOM AG @Swisscom\_de Dec 10  
Die himmlischen #MobileAid Engel des #kkiosk  
Sarnen warten auf fleissige Handyspender!

DIVIDENDENPERLE @Dividendenperle Nov 3  
Top Pick 2: Valora Rendite 5.9%, ernannt  
CFO Michael Müller zum CEO - die Börse  
applaudiert mit einem Kurssprung von 6%.

BOAS RUH @boasruh Jul 31  
Heute: Gratis Raketten-Glacé in allen Schweizer  
kkiosk, avec. und PressBooks Verkaufsstellen.

RAHEL @winterxpi Apr 8  
@kkiosk Wow was für einen Service!  
Grosses Lob & vielen herzlichen Dank :)

HUAYNA - STEPHAN @huayna79 Jun 13  
I like #päckpunkt @ValoraGroup @Zalando

TORSTEN REIMANN @treimannch Mar 14  
Danke an @kkiosk und @ValoraGroup der  
Abend ist hiermit gesichert ;) #YPS pic.

DEBORAH @remotectrgirl Mar 13  
Ich mag die neuen @kkiosk Becher.

SRF 3 @srf3 Dec 18  
Erste Spendenlieferungen in #basel #jr213 ^rebecca

BAHNNEWS CH @bahnnewsCH Oct 11  
Die SBB verbindet den Brezelkönig und den Kiosk  
in der Querhalle in einem Pavillon #news #bahnonline

CHRISTOPH HESS @christophhess Jun 10  
@kkiosk (Danke) :-)

NATISCHER @Herr\_Natischer Sep 21  
Meinen Kaffee-to-go-am-Bhf-Bern-Vergleich  
gewinnt übrigens der Brezelkönig. #servicetweet

TORSTEN REIMANN @treimannch Apr 26  
Heute per NFC bezahlt und gratis Getränk erhalten,  
danke an @kkiosk

NORA @noragrunder Oct 25  
wenn man beim brezelkönig vorbeigeht und ganz  
tief einatmet, so hat man fast gegessen. eine kleine  
lebensweisheit einer bahnreisenden.

DEBORAH @remotectrgirl Oct 2  
Die beste Kaffeewerbung hat noch immer der Brezelkönig:  
„Macht aus Zombies Menschen“.

ZÜRICH AIRPORT @zrh\_airport Jul 12  
The area between Airside Center and Gates A ist  
the new reading paradise. News supply at the NZZCafé  
and holiday reading at Press&Books.

GUIDOMUELLER @guidomueller Apr 23  
neue Promotion von Valora:  
Schneller Einkaufen bei k kiosk,  
Press&Books und avec.







80  
YEARS



Some things change. Others don't need to: they're already impressive.  
For every occasion: an inspiration. And fitting, whatever shape and size.

Coca-Cola Switzerland extends its thanks for the long-standing and successful partnership –  
**Happy birthday, Valora & k kiosk.**

Coca-Cola, Coca-Cola light, Coca-Cola zero, the design of the Coca-Cola Contour Bottle and the Dynamic Ribbon device are registered trademarks of The Coca-Cola Company.



# Congratulations!

Japan Tobacco International (JTI) would like to congratulate k kiosk on its 80th anniversary. We look forward to continuing to strengthen our partnership in the coming years.

As the manufacturer of well-known brands, we recognize and take our responsibility towards the public

very seriously. As such, we are committed to youth smoking prevention and the responsible marketing of our products, and to providing solutions that promote the tolerant coexistence of non-smokers and smokers.



[jti.com](http://jti.com)





Lindt 

HELLO

NICE TO  
SWEET YOU



CONGRATULATION TO  
80 YEARS OF SUCCESS

*valora magazine* '14  
**Sonja Heusser, Weggis**



S. Heusser  
Geschäftsführerin

kkiosk