



Last updated: Tuesday August 06, 2013

Source: The Sun, Page: 38

Simon English

---

Stelios grub is easy peasy

EASYJET founder Sir Stelios Haji-Ioannou is to launch a budget grocery shop called easyFoodstore, taking on low-cost rivals LIDL and ALDI.

He is trialling the store in Croydon, South London, with a focus on a limited range of packed and tinned foods. Sir Stelios said: "I have a feeling that there is a gap in the food retails market — a niche below some of the current budget operators such as Aldi and Lidl."

The multi-millionaire entrepreneur said he would sell "affordable, basic 'no-brand name' packed and tinned foods at bargain prices". It will be the latest easy brand to hit the market following the launches of easyOffice, easyGym and easyCar.