



## MPREIS Austria

Individual architect-designed stores and a strong local focus mark out this regional supermarket

MPREIS began as a small grocery store in the 1920s, founded by Therese Molk in Innsbruck, the capital of the Austrian province of Tyrol. Still owned by the Molk family, 30 years ago an architect friend of the family offered to design a store. The building was so successful that the firm has been an architectural trailblazer ever since, creating individual stores that are so impressive that MPREIS's concept was on view at the 2004 Venice Architecture Biennale.

Generous space, natural light and sleek design make for an aesthetic food shopping experience, but MPREIS has even more going for it, including a strong commitment to its region. MPREIS works closely with Tyrolean suppliers, so products are local, fresh and fairly priced. "We even work with farmers on expanding their crop selection," says MPREIS spokesperson Ingrid Heinz. As successful as it is, MPREIS has always expanded slowly and with a lot of thought to location. "We opened stores in remote mountain valleys that didn't have a supermarket," says Heinz, "and we've always stayed within our own cultural circle." — KB [mpreis.com](http://mpreis.com)

MONOCLE COMMENT: *It's strange how few supermarkets ever think of employing an architect — this is an industry where people are scared of not running with the pack.*

### Why it works:

#### The buildings

Non-uniform architecture and design that has won multiple prizes.

#### Local focus

A regional loyalty that ranges from cooperating with local farmers to regional architects (most have been native Tyroleans). MPREIS even publishes a table of what local fruits are on offer in what season, and was one of the first to offer organic Tyrolean products with its brand "Bio vom Berg".

#### Slow expansion

MPREIS's 200th store is opening soon

#### Affordability

Fair prices.

#### Excellent working conditions

MPREIS is Tyrol's second-largest private employer with 4,900 employees, and regularly wins awards for its treatment of employees, sustainability and corporate responsibility.

