

The Bund, Chinese newspaper from Shanghai
November 2008

English translation

Basically the article is introducing the interior design of MPREIS.

In our normal concepts, the mission of a supermarket is just to provide food and other daily necessities, as many as possible. No one really cares what a supermarket looks like, as long as we can buy what we need there. However, the Austrian chain store MPREIS really breaks the rule. Many of the MPREIS stores are located in the mountainous area of Tyrolean Alps, with the breathtaking natural views as the background, the MPREIS look like art pieces. That's why local people would like to hang out there during leisure time, in MPREIS supermarket, your eyes and your stomach can all be feasted....



