

PRESS RELEASE

## Studenac opens pop-up store at Osijek's Kopika swimming area

*A practical store at Osijek residents' favourite summer spot offers a tailored range – from refreshing drinks, packaged sandwiches, ice cream, snacks, and treats, to hygiene essentials*

**Osijek, 14 July 2025** – Studenac, the most widespread retail chain in Croatia, has opened its first pop-up store in Slavonia, located at the popular Copacabana swimming area in Osijek, affectionately known as “Kopika.”

“Kopika,” a favourite summer gathering spot for Osijek locals, attracts thousands of visitors during hot days who enjoy swimming in the Drava, using the pools and sports courts, and spending time with family and friends. That's why the new Studenac pop-up store brings practical shopping right to their fingertips, without having to leave the swimming area. The store features a specially curated seasonal selection, including chilled drinks, packaged sandwiches, ice cream, snacks, treats, as well as hygiene products and sunscreens.

This store format allows customers to quickly and easily get everything they need for a full day at the swimming area. “This is the ideal store concept for this location, as now everything you might need during a day out with friends or family is available without leaving the swimming area. I'm delighted we can offer Osijek residents another convenient option for everyday shopping, and I believe the pop-up store at Kopika will become a must-visit spot this summer,” said Marina Brčić, Studenac's Sales Director for Eastern Croatia.

The opening of this store comes as Studenac celebrates three years in Slavonia. In just three years, the network has grown significantly, and today Studenac operates around 60 stores in Slavonia and Baranja, nine of which are in Osijek, employing about thirty staff members. This growth is rooted in the concept of being close to the customer, offering fast and easy shopping, and providing an assortment tailored to local habits.

Studenac's pop-up stores have successfully followed seasonal trends and special events along the Croatian coast for several years. They are typically located in campsites at tourist destinations and during major events. This year, they will also be part of prestigious events such as the ATP tournament in Umag and the Ultra Europe music festival.

With the opening of the Kopika pop-up store, Studenac once again demonstrates the flexibility of its business model. Combining tradition and innovation, Studenac adapts equally well to the needs of busy urban areas, saving customers valuable time, as well as smaller communities, where it provides convenient, everyday shopping solutions. Through the pop-up concept, Studenac also showcases its adaptability to new habits and the growing demand for practical everyday shopping options.

## About Studenac

Studenac is a Croatian retail chain established in 1991 in Omiš. Since 2018, when it embarked on a comprehensive business transformation marked by numerous acquisitions and organic growth throughout the country, it has become the largest food retailer by number of stores in Croatia. In 2024, Studenac took the first step in its international expansion by entering neighboring Slovenia.

Studenac prides itself on convenient and accessible stores that meet all of its customers' daily needs, reflecting its dedication through a distinctive single-format customer proposition that is "I sitno i bitno" ("both small and essential").

Since 2018, the company has more than tripled the number of stores in its network. At the end of 2024, it managed over 1,400 stores and had over 7,000 employees. Studenac has established a strong presence in local communities, from bustling urban centers like Zagreb and Split to rural regions with lower population density, and islands on the Adriatic coast with a strong tourism industry.

Studenac is one of the fastest growing food retailers in Central and Eastern Europe. Its sales revenue grew from EUR 309.5 million in 2021 to EUR 816.5 million in 2024, representing a compound annual growth rate (CAGR) of 38%.

Since 2018, the majority shareholder of Studenac has been a fund managed by Enterprise Investors, one of the largest private equity firms in Central and Eastern Europe, with unique experience and a proven track record of successful investments in the retail sector.

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