

MILA - THE FIRST COOPERATIVE AND PARTICIPATORY SUPERMARKET IMPLEMENTED IN WIEN, AUSTRIA

December 2025

In the city of Wien, Austria, the full-range Supermarket MILA opened on October 10, 2025, as the first cooperative and participatory Supermarket implemented in Austria with over 2,500 products and convenient shopping hours. The cooperative MILA Mitmach-Supermarket was founded on February 1, 2023. As a cooperative, MILA is owned by its members. As highlighted on their website, MILA is more than a supermarket.

It brings together a community that appreciates good food, affordable prices and sustainable cooperation.

As a cooperative, members are co-creating a sustainable, fair and participatory supermarket, inspired by the 50 years' experience of the Park Slope Food Coop in Brooklyn, New York (United States), which has already been successfully replicated in other European cities. It is an innovative supermarket, where customers are also owners and participate in running the store.

MILA is a cooperative with over 1,000 members that run the supermarket in Vienna's 12th district. On over 350 square meters they offer over 2,500 products for everyday needs. MILA does business differently from big corporations.

Its philosophy includes: high-quality, largely organic, regional and unpackaged food as well as affordable conventional and international products at good prices for all. It is fair to the environment, animals and nature. The secret of their good prices is that all members work three hours per month, reducing their overheads and making quality affordable for all.

The MILA product range is constantly evolving as each member can suggest new products. This allows the supermarket to offer an inclusive product range that reflects the needs of the neighborhood where it is based. For conventional supermarkets, profit usually wins over mindful relationships with people, nature and animals. At MILA, it is possible to shop without discount battles and untrustworthy advertising claims. The members help select the product range based on criteria such as regionality, seasonality, environmental protection, reduced packaging, animal welfare, labor rights as well as the cultural tastes of the products' different origins. Many products will be regional and organic, but not necessarily all, taking into account that for a number of products, there is no regional or organic option available.

MILA procures its products from small producers and production cooperatives as well as wholesalers. A good partnership with the producers – fair, at eye level, without price pressure – is central to this. There is a 30% markup on purchase prices to maintain MILA's infrastructure. Because MILA is not about profit and the work



contribution of its members saves on labor costs, the markup on many products will probably be lower than that of commercial supermarkets. Their pricing is honest and transparent, allowing members to compare and make informed purchase decisions.

In order to be able to offer high-quality products at affordable prices, all members work in the supermarket for just three hours every four weeks. Helping out means: restocking shelves, bringing goods into the warehouse, attaching price tags, sitting at the cash register, cleaning, etc. In the near future, there will be a few full-time positions in the areas of operations management, member administration, purchasing logistics and accounting.

MILA is part of an international network of participatory supermarkets where they share experiences, technical solutions and much more. In particular the cooperative is in contact with the following Participatory Supermarkets: [Park Slope Food Coop in New York](#); [La Louve in Paris](#); [Superquiquin in Lille](#); [SuperCoop in Berlin](#); [BeesCoop in Brussels](#) and [Foodhub in Munich](#).

The MILA website offers all useful information about the cooperative, the characteristics of the supermarket and its innovative form of operation to inspire other cooperatives to replicate this practice with great social and environmental impact.

To know more

[MILA Supermarket website](#)

[MILA website What is Mila](#)

[Presenting MILA](#)

[MILA Mitmach-Supermarkt in Facebook.com](#)

[MILA Supermarket become a member](#)

[MILA Participatory Supermarket in stape.eu](#)

