



## Lidl plans to open 100 stores in the U.S. this year

**German discount supermarket Lidl will land in the United States this summer.**

Lidl's expansion to the United States will start ahead of schedule with the opening of 20 stores this summer in Virginia, North Carolina, and South Carolina.

The German supermarket chain, one of the world's biggest, plans to establish 100 stores across the East Coast before the end of the year.

"Thanks to the efficient work of our team, we are excited to announce that Lidl will open its first stores in the United States ahead of schedule," said Brendan Proctor, president and chief executive officer of Lidl U.S., in a press release.

Lidl operates about 10,000 stores in 27 countries throughout Europe, offering all sorts of products at the lowest possible prices. Traditional convenience retailers in Europe have found it hard to compete with discount supermarkets such as Lidl and Aldi.