



Lidl to enter the U.S. market in June with 20 stores

German discount supermarket Lidl announces 20 store locations in the East coast, and invites customers to rethink grocery shopping

After much anticipation, Lidl, one of the world's largest retailers, announced it will open its first stores in the United States on Thursday, June 15. Lidl also unveiled the location of 20 stores that will open during the summer of 2017 in Virginia, North Carolina and South Carolina.

By next summer, Lidl plans to open up to 100 stores across the East Coast, creating a total of 5,000 U.S. jobs.

"We are excited to open our first stores in the United States in a few short weeks," said Brendan Proctor, President and CEO of Lidl US. "When customers shop at Lidl, they will experience less complexity, lower prices, better choices, and greater confidence."

A company press release stated what U.S. consumers will be able to access:

- **Easy-to-Shop Layouts:** All Lidl stores opening this summer will be newly constructed facilities, featuring a manageable, easy-to-shop layout of 20,000 square feet with only six aisles.
- **Fresh Baked Goods:** Customers will be greeted each day with the smell of Lidl's breads and pastries. A bakery will be located at the entrance of each store.
- **Healthy, Sustainable Choices:** Lidl is committed to offering a wide range of healthy and sustainable options. All fresh and frozen seafood in Lidl's everyday assortment will be certified sustainable by various organisms Lidl's private label products will not have certified synthetic colors, trans fats or added MSG.
- **Organic and Gluten Free Options:** Lidl will carry a variety of organic and gluten-free items including organic fruit, vegetables, meat, dairy, and packaged food items, which will all be available at the lowest possible prices.
- **Lidl Surprises:** Lidl offers an ever-changing selection of non-food products each week that will be in stores for a limited time. The selection will include fitness gear, small kitchen appliances, toys, and outdoor furniture, among other non-food items.

After conquering a large part of Europe along with Aldi, the other major German discount supermarket, Lidl has finally taken step of entering the U.S. retailing market. Its innovative sales model made it a success in Europe, building a 10,000-store empire. Time will tell if the same formula

will work its magic in the largest consumer market of the world.