



First Lidl stores in the US revealed

German discount supermarket chain Lidl is set to open its first nine stores on June 15, 8 a.m. in three states: North Carolina (Kinston, Greenville, Sanford, Rocky Mount, and Winston-Salem), South Carolina (Spartanburg and Greenville), and Virginia (Virginia Beach and Hampton).

Aside from the ribbon-cutting ceremonies, the first 100 customers of each location will get the chance to win up to \$100 in Lidl gift cards, sample Lidl's products, and get free Lidl reusable bag.

The discount store will offer more affordable products up to 50% less than the prices in U.S. Supermarkets, reports progressivegrocer.com.

As many as 100 Lidl stores are planned to be opened on the East Coast by end of 2017.