

The NACS logo features the letters 'NACS' in a bold, sans-serif font. The 'A' is a vibrant green, while the other letters are a deep blue. A thin vertical line is positioned to the right of the text.

NACS

The 'Ideas 2 Go' logo uses a similar color palette to NACS. 'Ideas' is in blue, '2' is in green, and 'Go' is in blue. A registered trademark symbol (®) is located at the end of the text.

Ideas 2 Go®

The NACS logo, consisting of the letters 'NACS' in blue and green.

NACS

Convenience
Summit Europe

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store tours sponsored by





Berlin Overview

Germany¹

With 83 million inhabitants, Germany is the largest country in Europe, still growing at an annual rate of 0.177%. Whilst GDP development has been impacted by the coronavirus pandemic, in line with other European countries, Germany's unemployment rate stands at 5.4%, one of the lowest values since the early 1980s. Current food prices in Germany remain consistent with Germany being the 16th most expensive country out of 40 European countries on the Food Price Index.

Food Retail²

With 340 supermarkets/hypermarkets per million inhabitants, Germany shows one of the highest food-retail densities in Europe.

Edeka is the largest grocery-retail chain with 10,746 stores in total (supermarkets, hypermarkets and discounters). Approximately 89% of all Edeka food-retail stores are operated by independent shop owners. Just a few stores (11%) of Edeka are centrally operated. This allows manufacturers to get listed with their products at a local level. Three regions of Edeka (Edeka Südbayern, Edeka Rhein-Ruhr and Edeka Südwest), totalling 58 stores, operate stores under a convenience banner called Express. These smaller stores were mainly acquired from a previous competitor, Tengelmann. Their assortment is a mixture of convenience and neighbourhood shops. Edeka Südbayern is the most important format with 53 stores, and these shops are mainly located in Munich.

REWE Group is the second largest grocery-retail chain operating in Germany. In January 2020, REWE took over Lekkerland, a specialist wholesaler that delivered to kiosks, petrol-station shops, convenience stores, tobacco, beverages and bakery shops and small-food retailers. Due to a specialised logistics system, Lekkerland is able to deliver smaller quantities with mainly sweets, biscuits, ice cream, snacks, beverages, tobacco, fresh products, frozen food and seasonal goods among the assortment. This acquisition has allowed REWE to expand into convenience channels.

REWE also has an agreement with Aral (BP) to operate shops under the banner "Aral-REWE to go" (585 Aral shops operate under that banner), and REWE is the supplier for all goods sold in the "REWE to go" stores at Aral.

Convenience Retail³

Convenience retail consists of petrol-station shops, independent small stores called "kiosk" and small-format, chain and modern convenience retail like REWE to Go, Yorma's or Hub. Germany has 15,506 petrol stations with the leading companies being Aral/BP (2,258), Shell (1,749), Esso/Eurogarages (1,009) and Total (869). The mostly independent "kiosk" sector has about 30,000 stores, and a significant other channel that is moving more and more into the convenience space is bakeries with 35,000 stores.

Petrol Retail⁴

Around 60% of the revenue in petrol stations is being made with the traditional CTN offer (confectionary, tobacco, news), followed by beverages (11%). The highest profit margin contributors are car wash, beverages and tobacco products. An average petrol station realizes about 40k€ annual profit, sells 3.5 million liters of fuel and operates around 1 million€ in-store revenue. The average transaction value is around 2.20€ without tobacco and 5.50€ with tobacco. Core cost factors are personnel- and rent-cost (75%), followed by energy cost (18%).

1 Source: Worldbank, TheGlobalEconomy.com

2 Copyright: NielsenIQ 2022

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4 Copyright: Marktreport Tankstellen & Convenience 2021 The Retail Marketeers GmbH (TRM)
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Aral

This BP-owned Aral site is a real mobility hub: petrol, diesel, LPG, CNG, hydrogen and of course charging, including some 320kw! superchargers. But the top option—the site offers electro scooters for rent behind the building. The store is a cooperation with the largest German grocery chain, REWE, branded as “REWE to go”. Besides having fuel-exclusive operations at Aral sites, REWE is also expanding its standalone footprint under the same brand.



Edeka Sapphire

Edeka is Germany's largest grocery retailer, operated as a cooperative of independent dealers. Many Edeka stores add a location specific name, mostly the dealer's surname. This site is named after the building it is in, the Sapphire building, a project of world-renowned architect Daniel Liebeskind that features a shape that resembles a sapphire.

The 800 sqm store features an indoor vertical farm that grows herbs that are sold in store, a 45-seat café and food-to-go options for nearby offices (including the headquarters of the German spy agency "BND" across the street). All lighting is via energy-saving LEDs, and touchscreens show customers the origin and ingredients of products.



Jet

The smallest footprint store on the tour, this P66-owned Jet site is all about the car wash. Customers deliver their car to the tunnel wash, then follow their car in a well-lit side tunnel with floor to ceiling windows, watching every step of the cleaning journey. The pedestrian tunnel ends in the store, where customers are encouraged to purchase snacks and drinks as well as coffee to go before exiting the store and reclaiming their vehicle.



Berlin Store Tours

Ideas 2 Go

Lidl

When Germany's hard discounters started, they were mostly recognised as uninspiring, using mundane halls with wide aisles, no decoration and private label products in cardboard boxes on wooden pallets instead of shelves. If that was Hard Discount 1.0, then this site is a very good example for how far these companies have developed their concepts to become the Hard Discount 2.0 (or maybe even 3.0?). Wall graphics, some crucial items unpacked and shelved, seasonal products and a strong focus on fresh produce and bakery have elevated each trip. Not necessarily an indulgent and luxurious shopping experience, but a pleasant and perfectly practical experience, far from Hard Discount 1.0.



Shell

Like all major oil companies, Shell is transforming its oil-heritage brand into something futureproof, fit for a post-fossil fuel world. This store focuses on immediate consumption and foodservice. Upon entry, the store leads the consumer directly toward the center foodservice counter with a nicely presented, cosy seating area to the right embraced by self-service coffee machines and press products. The other half of the relatively small footprint offers FMCG, including premium wines and cigars in a built-in humidor. The store also offers fast-lane access for quick in-and-out trips with direct access to the till and impulse items. This store entices the food-seeking consumer as well as the top-up shopper.



Sprint

A local hero, Sprint is playing up its Berlin heritage in everything they do. This site features some industrial store design, referencing Berlin's industrial heritage and a living wall of moss to offer a warm and cosy feeling. Being voted the friendliest store in Berlin, the staff is attentive, a result of culture-based hiring and intensive, regular staff training. The tagline "Guten Tag" (directly translated: "Good Day"), a common German greeting, is used in all advertising as well as prominently in the store and emphasises the customer-centric approach.

A part of the building is rented to a courier company, DPD, to store and recharge their electric delivery vehicles. Even though space is rented to a third party, there is a positive overspill into the Sprint brand, connecting them further to green solutions.



Star

A new remodel of the existing site shows the digital strength of Star, the German brand of the Polish PKN Orlen company. This site is the implementation of Star's digital customer journey, from digital outdoor signage all the way to the cash register. New and modern seating areas have been built based on PKN's extensive trials throughout their network in Poland. Still to come as of this printing is the upgraded outdoor seating area, an important component in attracting one of the site's core customer groups—truck drivers.



Total—Margarete-Sommer-Straße

This site, together with one in Mexico City, has been the prototype for Total's latest store design, answering the need to better serve the on-the-go customer with the right choices in an easily manoeuvrable layout. A bright yellow roof on the outside of the entrance guides the customer by expanding seamlessly into the interior, where all on-the-go items can be found, from coffee to snacks to phone chargers. Outside the "yellow area" is the classic FMCG assortment. The clean lines and design that guide the customer flow look like they belong in a 5-star hotel lobby.

A specific highlight in this store is the tobacco shelf solution. A wholesaler-operated vending machine is used where tobacco can only be released by staff after scanning their employee badge and only one pack at a time. Fully traceable and close to being fully theft proof, shrinkage is reduced significantly. The vending machine is stocked by the wholesaler, who also owns the products until sold, shifting capital expenditure away from the retailer.



Total—Prenzlauer Allee

This site offers a German first—the integration of shop concepts from the Swiss Valora Group into a TotalEnergies station. Customers have access to an extended kiosk and convenience selection from k kiosk, including foodservice varieties from BackWerk, in addition to a classic service station with fuel and laundry. This site is part of TotalEnergies transformation from a classic service station to a multi-energy station in an effort to meet local needs.

The store offers a modern, clearly designed shop equipped with a high-frequency counter, enabling quick checkout. In addition to a wide range of food and beverages, private label TotalEnergies products are available. Another special feature in the shop is the clip-in by BackWerk, a Valora foodservice brand, where freshly baked goods and snacks as well as self-service, coffee-to-go are offered daily. A seating area where customers can linger is also provided.





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