



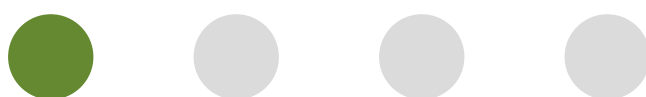
## Carrefour MILAN (ITALY)



## Where is it?

Located in the western suburb of Milan, Carugate was the first Carrefour hypermarket in Italy, opened in 1972. For a long time it was a large format hypermarket covering an area of 16,000 m<sup>2</sup>, before being reduced in size last year. It was far bigger than most of the Carrefour in Italy: it achieved €85 million in turnover.

*By Olivier Dauvers*



HOME



## Carrefour MILAN (ITALY)

# What is it?



The market area is undoubtedly the "backbone" of the store. Not only in regards to its size (2,000 m<sup>2</sup>) but also due to its visual appearance. Its shelving units are short and only directional lighting is used.

**Carrefour decided to dedicate one hypermarket to R&D in each of its major countries (France, Belgium, Italy, Spain).** The purpose was to create an "in situ laboratory" to help design the hypermarkets of the future. This was the case with Monsen in Belgium, Villiers-en-Bière in France, Madrid in Spain and Milan- Carugate in Italy. In Italy, Carrefour particularly placed the emphasis on the market area (traditional fresh produce). Each segment was treated like a specialised counter, with on-site fabrication visible to the public.

This is true for the bread and cake-making laboratory, which is still at the centre of the store and not hidden away by the stock rooms. The shelving displays are short to create islands around which customers can circulate, and the selection of premium products improve the ambience of the zones. For example, this is the case with the butchers counter with its maturing room, and the fruit and vegetable section with its self-service counter. In short, a hypermarket which is above all... a market!

*By Olivier Dauvers*



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## Key figures



Other merchandising strategies included the creation of an organic section and creating a wine display near the butcher's counter. In visual terms, the wine section almost forms part of the market area.

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## What is interesting about it?

In Carugare, Carrefour took a gamble: maintaining an attractive food offering while reducing its size by 4,000 m<sup>2</sup> (from 16 to 12,000 m<sup>2</sup>). Success!

**The fresh food area is probably the best ever achieved by Carrefour.**

The hypermarket offers 2,000 m<sup>2</sup> of market space, far more than Carrefour Planet (in 2010), which was the goal in the first place. As the store's display window, the zone is located parallel to the checkout desks, making it clearly visible from the gallery.

Carrefour also added a few merchandising tricks. For example, it used the tableware section as the boundary between the food and non-food sections (logical) and moved the wine section closer to the market area.



Other innovations include an extension to the fresh produce zone with the inclusion of a private label restaurant. Terre d'Italia is in fact the local equivalent of Reflets de France.



Everything is prepared on site using Terre d'Italia products whenever possible, the food can also be eaten at the restaurant itself.

By Olivier Dauvers