



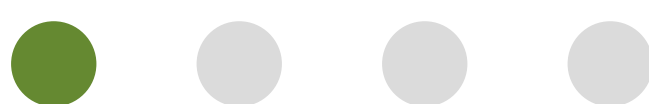
## Cru WIJNEGEM (BELGIUM)



## C'est où ?

The very first Cru opened in an old farm in Overijse, about 20 km south of Brussels. The second was located at an equally original site on the banks of a canal in an abandoned distillery, the grain silos of which had been converted to high-end apartments. The company's strategy was therefore to cultivate a radically differentiated position...

*By Olivier Dauvers*



## Cru WIJNEGEM (BELGIUM)

# C'est quoi ?



Traditional fresh products are the mainstay of the store.

The ambience is intentionally sober to focus the customer's attention on the products. Products which Cru sees as being exceptional. For example, major consumer brands are entirely absent.

**Unlike Colruyt, the Belgian discount champions, Cru has decided to occupy a high-end position.**

For Cru, the essential factor is the intrinsic quality of its products and not their presentation. They therefore have a premium offering and the price is secondary. For example, ripe mangoes and blackberries with guaranteed sugar levels are sold at close to €10 per kilo. In the deli section, ready-cooked beans are sold at €22.5 per kilo, which is surprising. In this sense, Cru is looking to draw comparisons with restaurants.

Another example: the butcher's counter displays a large range of matured meats sold at €58 per kilo. As such, the usual brands are not found on the shelves, not even in the grocery section where, again, Cru follows after Fauchon rather than Colruyt. Another interesting factor in this concept is the limited choice. Fewer than 800 items on 500 m<sup>2</sup> of floor space. The fish section only has 10 types of fish for example. But these are the 10 best products available that day.

*By Olivier Dauvers*



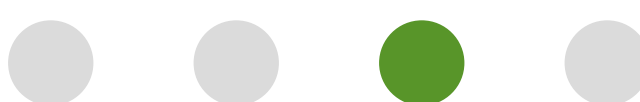
## Cru WIJNEGEM (BELGIUM)

# Chiffres clés



Cru is throwing out the rule book in many areas. This is also true for its product presentation, using display systems which are not often seen in supermarkets. The range of products on offer is also significantly reduced. For example, they only sell around 50 types of wine. But half of these can be tasted in the store itself!

*By Olivier Dauvers*



## Cru WIJNEGEM (BELGIUM)

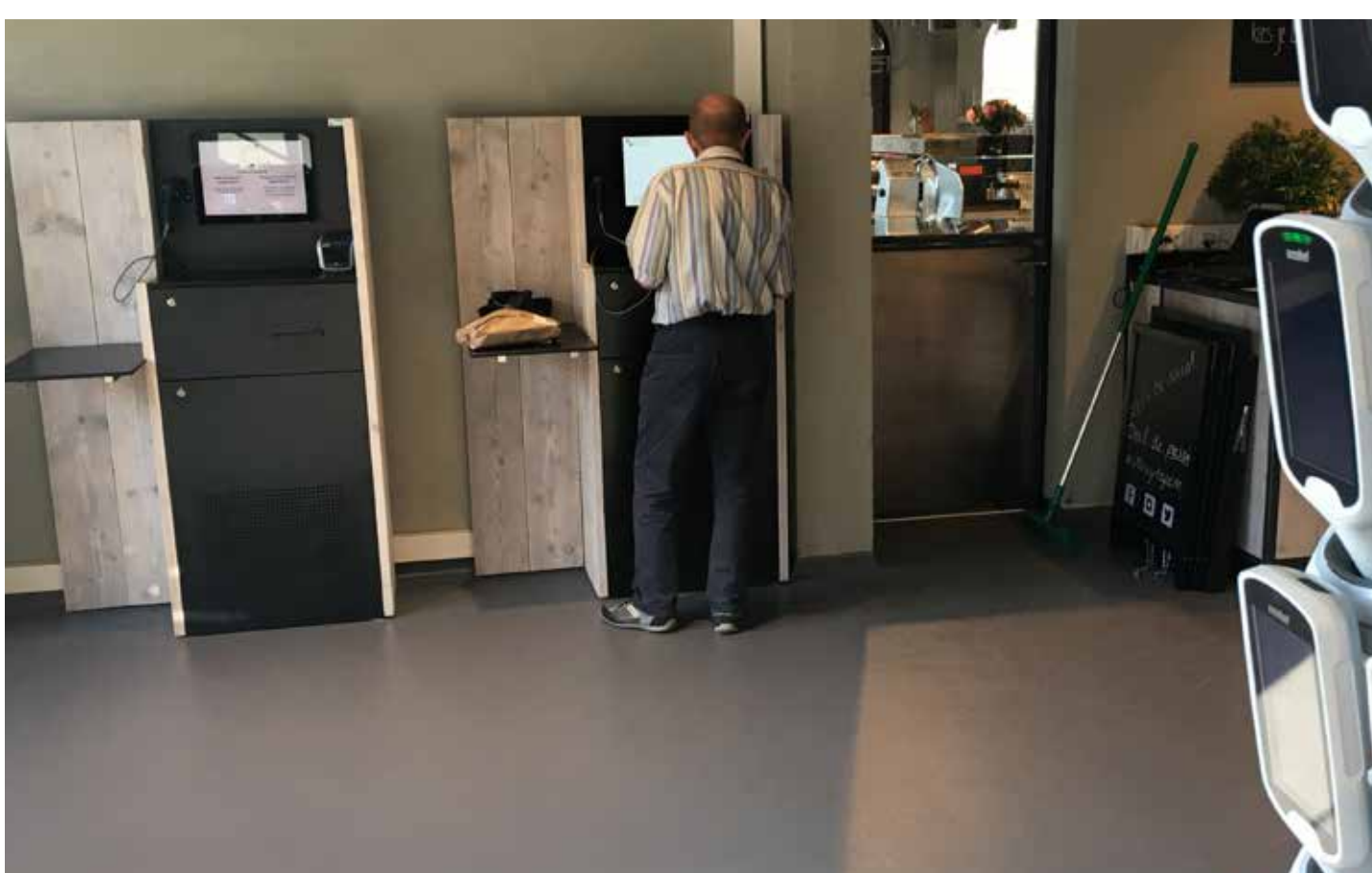
# Pourquoi c'est à voir ?

For anyone who has seen the austerity of Colruyt, founded as a low-cost operator, a visit to Cru will come as a surprise. **The Belgian group has reversed its priorities: cost-cutting at Colruyt supermarket; product quality at Cru.** And even if the company is forced to compromise on some items, it never affects quality.

The customer experience is also excellent. The sobriety of the furniture and the industrial ambience focuses the customer's attention on the products. In this context, the decision to require customers to scan items themselves is an additional surprise.



From the very first store it opened, Colruyt made the radical decision to get rid of checkout. When entering the store, customers have no other choice than to take a self-scanning gun to record their purchases.



When they get to the checkout desk (on the right), they pay the machine. Benefits for Cru: better control over staff costs.

*By Olivier Dauvers*

