

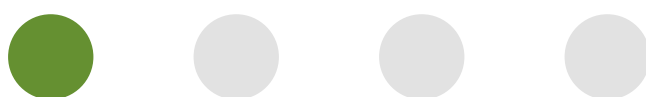


Where is it?

Under the Nice stadium, in a shopping centre which is still being commercialised (Nice One), which Leclerc opened in June 2016 with a resolutely breakthrough concept for the brand, mixing organic and Italian products (see below).

Two differentiating factors in Nice: firstly, its proximity to Italy and the Italian culture which has always influenced life in Nice; and higher living standards than the average in France.

By Olivier Dauvers



Leclerc Bio & Italien NICE (FRANCE)

What is it?



The Italian section is the largest part of the store and covers 2,000 m² out of the 3,300 available. Highlights, pasta products (30 different makes of dry pasta and 40 varieties of fresh pasta) and the sliced cured meats counter. Store has recruited real French-speaking Italians to oversee the service. Great atmosphere!

The originality of the location and the dual offering. Only organic products and Italian products are sold here. And, in a very large store! Virtually none of the products included in the offering can be found in traditional supermarkets. In the organic section for example, Leclerc is supplied by suppliers which normally cater to specialised circuits (Biocoop, Naturalia, etc.). Our Italian products are delivered directly by trans-Alpine suppliers. Additional originality: not all sections are represented.

In the Italian section for example, you can find groceries, fruits and vegetables, cheese counters and cured meat counters, but there is no fish counter or butchers. Lastly, Leclerc Organic and Italian also sells food to take away and to eat in, with enough restaurant space for 80 customers. It should also be noted that the logo on the storefront and in media does not explicitly include the word "Leclerc". Just the logo... Explanation: so as not to scare away suppliers!

By Olivier Dauvers

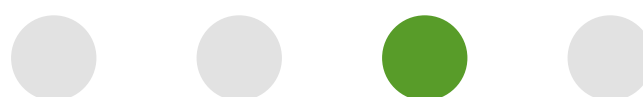
Leclerc Bio & Italien NICE (FRANCE)

Key figures



Leclerc only offers 2,500 products in the entire 2,000 m² of the Italian section. This is a high number of items for such a niche market but low compared to traditional supermarket ratios. Visibility of the shelves is therefore greatly improved over a traditional hypermarket.

By Olivier Dauvers



HOME

Leclerc Bio & Italien NICE (FRANCE)

What is interesting about it?

While this is a bold concept, it is also well executed, above all for a project which bears the logo of a supermarket chain! The floor is made from smooth concrete, the shelves are made from glass and a number of products are presented on low tables as in department stores etc. In short, the buying experience is radically different from that found in a "traditional" Leclerc store. As with Cru in Belgium (also highlighted in this World Tour), **Leclerc Bio et Italien provides a very sophisticated food offering** both in regards to the customers themselves and their purchases, and is looking to move away from "ordinary shopping experiences".

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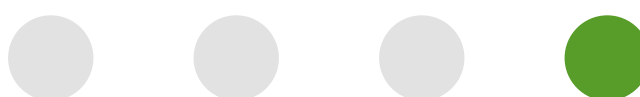


Some shelves are "doubled up" and include both Italian and organic products. This is the case with the fruit and vegetable section and the wine section, for example. The Italian wine section is shown above and includes 380 different types of wines and spirits. Opposite is the organic section with over 200 bottles.



Leclerc traditionally sells 150 loose products from baskets containing pulses, cereals, biscuits, coffee, tea, etc. Increasingly original, a naturopath is always available on the sales floor.

By Olivier Dauvers



HOME