

## HELLO ERIKA ALDI AND LIDL EXPLAINED. TRANSCRIPT

There's a limited selection. Like look at this fruit and vegetable aisle at Kaufland and now look at Aldi's. You can find 10 different types of potatoes and at Aldi just around four. So you won't be spending around 5 minutes looking at the potatoes confused and deciding which one to take. So it might not be that bad.

The discount stores have just the bare essentials and the seasonal stuff like strawberries and asparagus. Then obviously the store is not really aesthetically pleasing since everything is stored in the boxes they are delivered in. Unlike the regular supermarkets you see in music videos and movies, everything is nicely unpacked on the shelves.

Carrying their own brands, there are a few name brand options. Usually, it's the most important ones like Coca-Cola and Oreo, and the rest are the brands that you probably won't find in other stores. Or maybe you will. It's from the same factory, but they're just packaged differently.

On the other hand, you won't be tempted to buy something seldom because of the design since the designs most of the time look very basic and generic.

The stores have also a limited amount of staff that do every task from unpacking the delivered goods to basically managing themselves, often leading to two little cash registers open and big lines.

Bakeries and stores. I mean, almost every grocery store has them, but the breads and pastries look good, and they even have a bread cutter.

Their exclusive selection of food, be it gourmet looking breakfast spreads or Gnocchi that looked promising but taste just okay. Or maybe more international tastes like Italian, Greek, Asian, and even Slavic foods. Because their target group are locals, they typically are lacking in providing foreign and international foods or ingredients, but therefore they make up for it by having this food for a limited amount of time and a bit below average quality.

The treasure aisle experience. The section of the store dedicated to random seasonal or not so seasonal non-food items like a suitcase, a grill, a boogie board, a skateboard, and a pasta maker. Wow.

And when the item is sold out, it does not get restocked. Maybe a year later if it had high demand.

The stores do not play any music. No music equals no licensing fees and no enjoyment while shopping. So the customers are focused on being efficient and leaving as quickly as possible.

And lastly, very little cash registers. So you have to speed-run packing your groceries every time because otherwise you're going to get mad glares or stank stairs.

Customer experience. So far, my experience with Aldi in other European countries besides Germany is not as good. It usually looks a bit less inviting and somehow unappreciated. On the other hand, my experience with most Lidl's were somewhat a bit more inviting and friendly looking even though they're both discount stores, but personally, out of two Aldi's, I think I prefer Aldi Sud. Even though they sell very similar products and by very similar I mean pretty much the same thing. Somehow Aldi Nord made me less welcomed. Probably because of their prison looking like shelves.

Store sizes. No matter where you are, the stores are typically small unless they're bigger than just small. The closer the stores to the city center or busy streets, the smaller the store is. And bigger stores are found further away from the city center, but by American standards, they are all still small. I've noticed that all these in particular like to be somewhere on your way to work from home. Meanwhile, Lidl likes to pay cheaper rent and is located somewhere further away.

Adapting. As mentioned before, both stores try to please the locals by adapting to their surroundings. They offer more or less the kinds of products based on the country. In Germany, the motherland of both discounters, they have all things German like a worst, frozen pretzels, gummy bears, kid meat, and sauerkraut juice, and these canned fruit desserts things.

And if you look at the Netherlands, unlike other countries, efficiency in the kitchen is key. So there you will find a lot of pre-cut vegetables and almost ready meals for lunch or dinner. Plus, they also sell actually good peanut butter.

And lastly, in Latvia, the first Lidl opened in 2021, and it was a big hit based on the big cues to enter the store. And there you can find a lot of cheese and milk products, which you won't find in other Western countries unless it's marketed like it has more protein.

## **VOCABULARY**

adapt (verb) - to change something so it works better in a new situation.

aesthetically (adverb) - in a way that looks nice or pleasing to the eye.

bare essentials (noun) - the most basic things you really need.

brand (noun) - the name of a company or product that makes it different from others.

dedicated (adjective) - used only for one special purpose.

efficiency (noun) - doing something in the best and quickest way without wasting time or energy.

gourmet (adjective) - very high quality and often special or fancy food.

groceries (noun) - food and other things you buy from a shop to use at home.

prison (noun) - a place where people are kept when they have broken the law.

protein (noun) - something in food like meat, eggs, and beans that helps the body grow and stay strong.

restocked (verb) - to fill up a shop again with things that have been sold.

seasonal (adjective) - only available or happening at certain times of the year.

tempted (adjective) - wanting to do or have something even if you know you maybe shouldn't.