

Hypermarket Panorama at Pontedera in Pisa, Italy

Adapted by Hippo Zourides,
contributed by Antonello Vilardi
(www.retailwatch.it)

Pontedera, a small town of 30 000 inhabitants, is located 22 kilometers from Pisa. Although a small town, Pontedera hosts large companies such as motorcycle manufacturer Piaggio, chocolate producer Amedei, IT supplier Computer Discount, coffee producer Crastan and large distribution centres for Lidl, Unicoop Firenze and Pam Panorama.

The 3 000m² store is equipped with 11 checkouts of which four are self-service checkouts. The store is located in a mall and has two entrances. One leads the customer into the fresh-produce department, while the second entrance is focused on a promotional lane, where most of the advertised specials are on display. At the end of the European summer, the focus was on back to school, DIY and home car maintenance.

Panorama has managed to create interesting areas of "newness" to attract the shopper. Conventional departments expected in a hypermarket are interwoven with novel areas such as organic foods, a para-pharmacy, products obtained by using renewable resources and nickel-tested skin care products.

The store is equipped with electronic shelf labels. The butchery production area is behind glass and the meat products are available on a self-service basis. The "area ristoro" (restaurant area) is located in front of the gourmet food counter where customers can pay for their meals before consumption.

The 16-page mid-month (10-day period) promotional leaflet reminds customers that the chain has been serving the public for 60 years and has special offers for loyalty card holders (Carta PER TE).





NATIONAL **DIARY**

<p>30 November Port Elizabeth</p>	<p>Eastern Cape Wine Show PE wine lovers should make it a date night for an evening of great wine tasting. Connect with winemakers or their representatives while tasting an array of around 250 of South Africa's best wines – all available for both sampling and ordering via Shop@Show.</p>
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INTERNATIONAL

<p>11 November Frankfurt</p>	<p>Health and Natural Ingredients Europe This leading nutritional ingredients event provides a complete overview of the nutrition and wellness industries. International leaders in nutritional food and beverage innovation meet biennially to showcase their latest solutions and network, highlighting ingredients and solutions for food and drink formulation/reformulation, dietary supplements, nutraceuticals, organics, and packaging and processing and more, for a fully integrated view of the industry.</p>
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<p>4 December Cairo</p>	<p>Food Africa specialises in the food and agricultural industries. The exhibition is a unique platform to access the Egyptian mega-market, and Africa's booming agriculture industry. Food Africa is the peerless portal to access major agriculture opportunities in Egypt and Africa.</p>
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