

A new balance between Quality and Convenience

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adapted by Hippo Zourides

Livorno is an Italian port city on the west coast of Tuscany, with 150 000 inhabitants. It is known for its seafood, Renaissance-era fortifications, and modern harbour where many cruise ships dock.

The 'usual suspects' of the Italian retail market, are present – discounters such as Lidl, Eurospin and Penny Market, as well as Coop. When Esselunga designed its new superstore, it considered certain USP's (unique selling propositions) to ensure its success versus the competition. These include ...

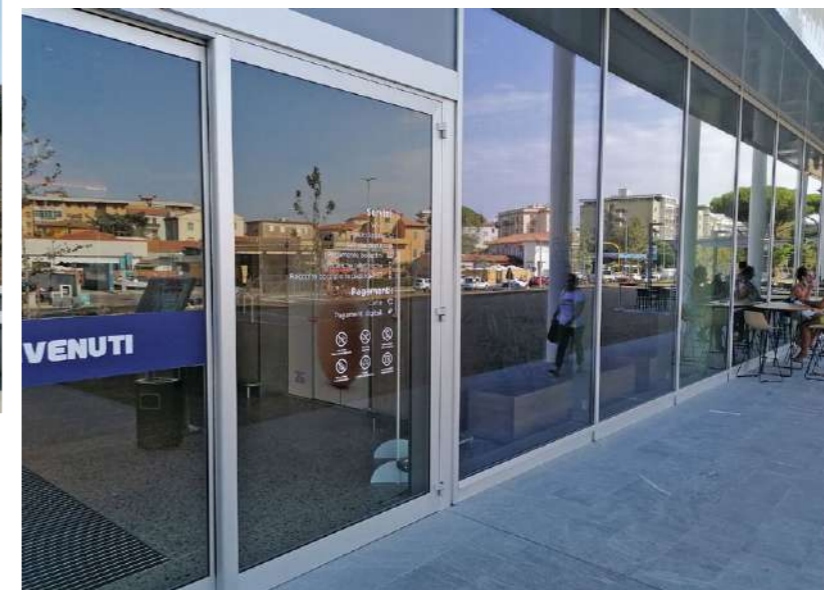
- Over 20 000 product items, indicating the large variety of available product
- In the fresh produce department, it has listed over 500 Sku's, both loose and pre-packaged
- In the fish department, customers have access to over 250 Sku's and special reference is made that some of the fish "is fresh from the local Tuscan waters"
- The fresh meat counters display over 300 cuts of every imaginable meat product



External views of the store



The store's surroundings were developed as 'green zones' to enhance the chain's image as a company caring for the environment

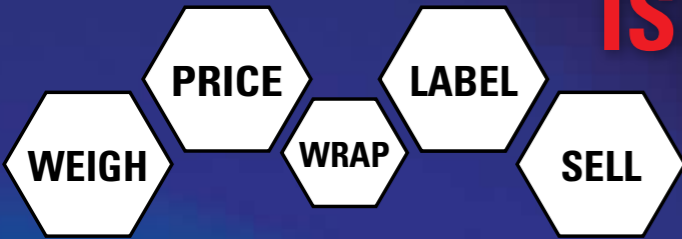


Entrance doors reflect the surrounding community



Automatic weigh/wrap/label machine that can wrap an 80 tray perfectly every time.

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- 12.1 Colour touch screen offering user friendliness
- Small footprint – occupies 1.12m² of floor space
- Fast operation speed up to 35 packs per minute
- Hygienic design with stainless steel covers limiting the use of plastics
- Easy to remove and clean parts, increasing productivity and production
- 2 film operation wraps smallest to largest trays available (up to an 80 tray)
- Eye catching label designs
- Operator adjustable wrapping tensions
- No openings on the bottom of wrapped trays
- Auto tray detection and centering for accurate label placement
- Dual Labeller version available to label packs with ingredients or promo labels on demand



ISHIDA UNI-9 Range



ISHIDA UNI-5/7 Range



ISHIDA UNI-3 Label Printing Scale range



****Uni Series now available in Linerless****
 Simply a CUT above the rest



- The wine section, manned by a Sommelier, stocks over 700 different products
- The Esselunga own brand sports a range that covers 5 700 different Sku's
- The store size of 4 500m² is large enough to be labelled a Superstore and its 191 staff members are well trained to service the public
- Shoppers have access to a basement garage for their vehicles and a total of 780 parking spaces are available. When parking one's car, a shopper can make use of special receptacle to return plastic bottles in exchange for shopping tokens aimed at buying water (a large KVI in Italy).
- The stand-alone store made sure that all its surroundings were developed as 'green zones' to enhance the chains image as a company caring for the environment.

Convenience

The store, which trades from 7.30am to 9pm, has included a 'Click and Collect' station to its exterior, to assist those who do not wish to spend time in store.

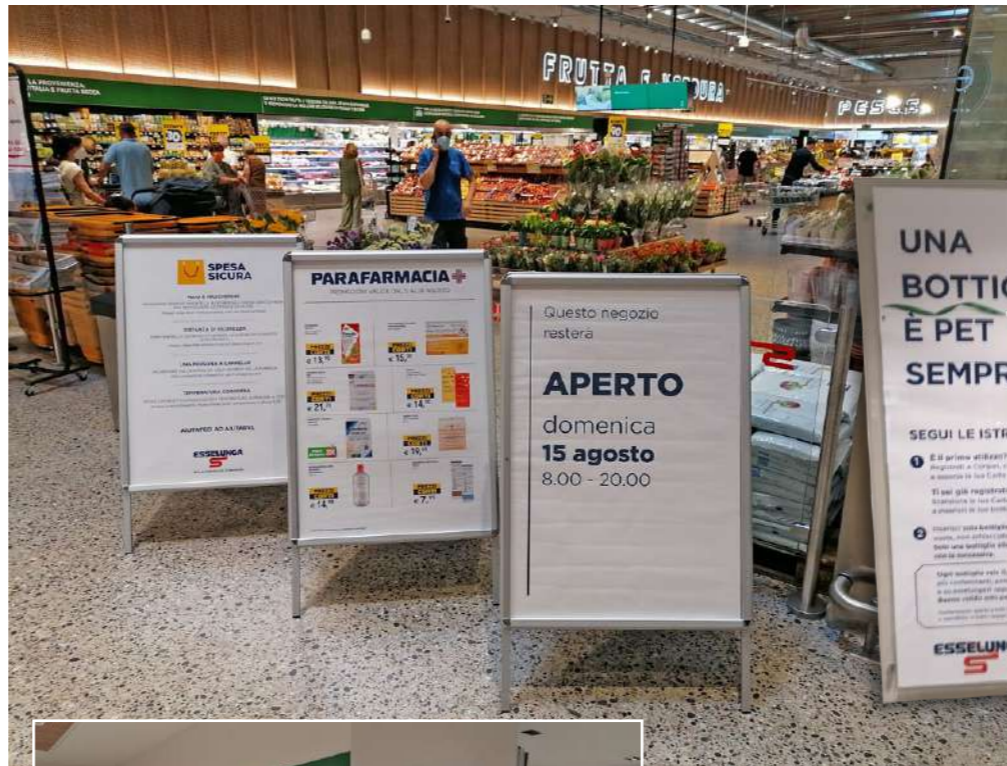
For those shopping in-store, the convenience factor has been enhanced, not only by the many till points, but also by the inclusion of self-scanning checkouts (customer rings and pays for her own products), as well as a bank of payment terminals, used for the purchase of airtime, payment of municipal accounts, lottery tickets and the like.



The basement has enough space for 780 cars



The 'Click and Go' area for customers placing orders on line



In-store signage, like this 'talking sign', is evident throughout. In this case, an explanation about the opening hours during a holiday in August

'A bottle is always a PET' is a clever slogan to illustrate that a plastic water bottle is much loved and will always be around – an appeal to the civic duty to the citizens for recycling



Located in the basement, this collection point for plastic bottle recycling, offers the consumer shopping vouchers for the purchase of water in Esselunga stores

Digital displays such as this one outline current promotional activity in the store and the system is centrally connected to electronic shelf labels displaying the promoted prices

Articolo	Prezzo	Prezzo Promozionale
ESSELUNGA	€ 0,25	€ 0,24
LEVISSIMA	€ 0,21	€ 0,20
NESTLE' VERA	€ 0,21	€ 0,20
MORCIA	€ 0,20	€ 0,19
FRANCA ECO	€ 0,20	€ 0,19
ROSCIETTA	€ 0,19	€ 0,18
S. BENEDETTO DOP	€ 0,18	€ 0,17
S. BERNARDO	€ 0,18	€ 0,17
SANT'ANNA	€ 0,18	€ 0,17
SEVA	€ 0,17	€ 0,16
SMART	€ 0,17	€ 0,16
VITANELLA	€ 0,16	€ 0,15
ESSELUNGA	€ 0,20	€ 0,19
FERRARILLE	€ 0,20	€ 0,19
LEVISSIMA	€ 0,20	€ 0,19
NESTLE' VERA	€ 0,20	€ 0,19
ROSCIETTA	€ 0,19	€ 0,18
S. BENEDETTO DOP	€ 0,18	€ 0,17
S. BERNARDO	€ 0,18	€ 0,17
SANT'ANNA	€ 0,18	€ 0,17
SEVA	€ 0,17	€ 0,16
SMART	€ 0,17	€ 0,16
ULTRAVIO	€ 0,16	€ 0,15

The USPs continue throughout the store ...

The prepared meal section stocks 19 Tuscan meal favourites – ready meals enjoyed by the locals, who know names such as ...

- Ribollita (a soup made with bread and vegetables)
- Baccalà alla Livornese (cod fish cooked in tomato paste and wine) or Cacciucco (a fish stew speciality of Livorno)
- Seppie in zimino (another speciality of the region, this time with cuttlefish).

The Atlantic Bar is the name of its fast food and sit-down area, where customers can enjoy a simple cup of coffee right up to a healthy family meal. This department is the 100th outlet in a chain of 160 stores.

Esselunga has been venturing into associated fields such as health and beauty (HaBa) and it has created a sub-brand, Esserbella, now 40 strong, which markets 13 000 Haba sku's, on individually-lit shelving. Next to it is the parapharmacy, where customers can access various self-medication products, as well as vitamins and supplements.

Shelves with electronic labels add to the shopping convenience and the store's promotional activity is evident in many of the audio-visual digital signage scattered over the whole store.

In short, it is the definition of great model that combines convenience with quality services, factors greatly appreciated by the Livorno shopper.



At the store entrance, this glass unit displays various promotional items linked to the Esselunga brand



A general view of the store



'Gastronomia' is an area dedicated to delicatessen items, especially the famous Italian prosciuttos and salamis. Self service cabinets allow customers to buy pre-packs and avoid the queues at the counter



The fresh flowers in the produce department have a QR code that indicate to the consumer the way to care for the flowers or plants after purchase



Once through the front door, the consumer encounters the freshness of the fruit and vegetable department.

Views of the fresh produce department with excellent colour blocking merchandising





A view of the bakery area



The bakery walls have been replaced with ceiling-to-floor glass, which allows full visibility to the consumer of the bread and confectionery preparation

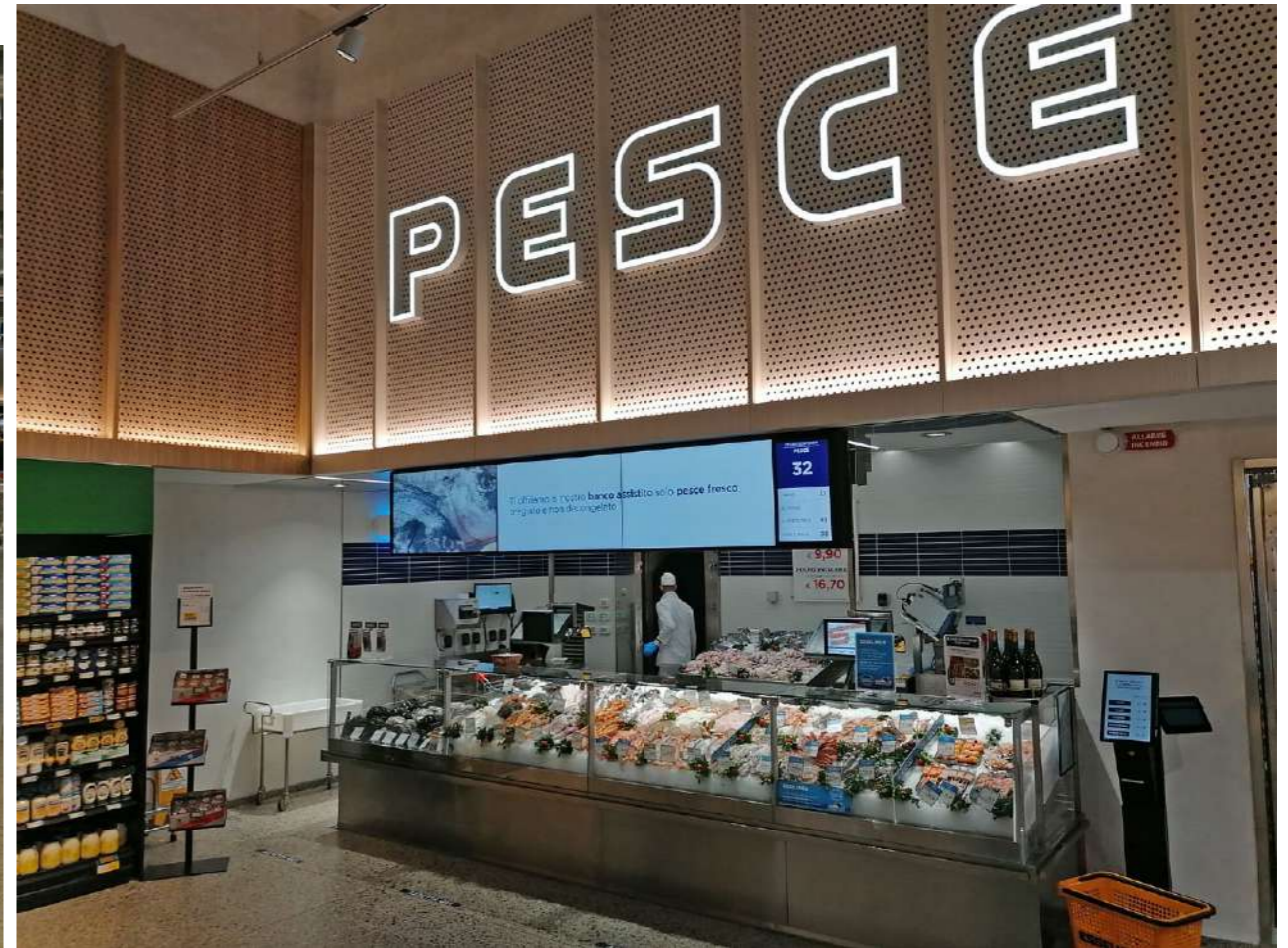


Island freezer dedicated to promotion prices on perishable products

A view of dairy products



Well-lit pre-packaged fresh meat counter



A view of the fish market



A view of the area adjacent to the butchery



A view of refrigerated space (with energy saving doors)



The liquor store area has been given enough space to display a wide range of beer, wines and liquor



The frozen food area has been grouped together under a low ceiling and enough space has been allocated between the cabinets for the free flow of trolleys



The Atlantic Bar is the fast food and sit-down area, dedicated to fast convenient food and this is the 100th such installation in the chain of 160 stores



Mineral water is a huge item in the product mix of most Italian supermarkets



A view of dry grocery shelves



The Esserbella perfumery zone is now a fixture in 40 Esselunga stores



The para-pharmacy is located distinctly within the health and beauty area and close to the perfume section



The textile area of the store stocks a wide range of basic requirements for the whole family and the home



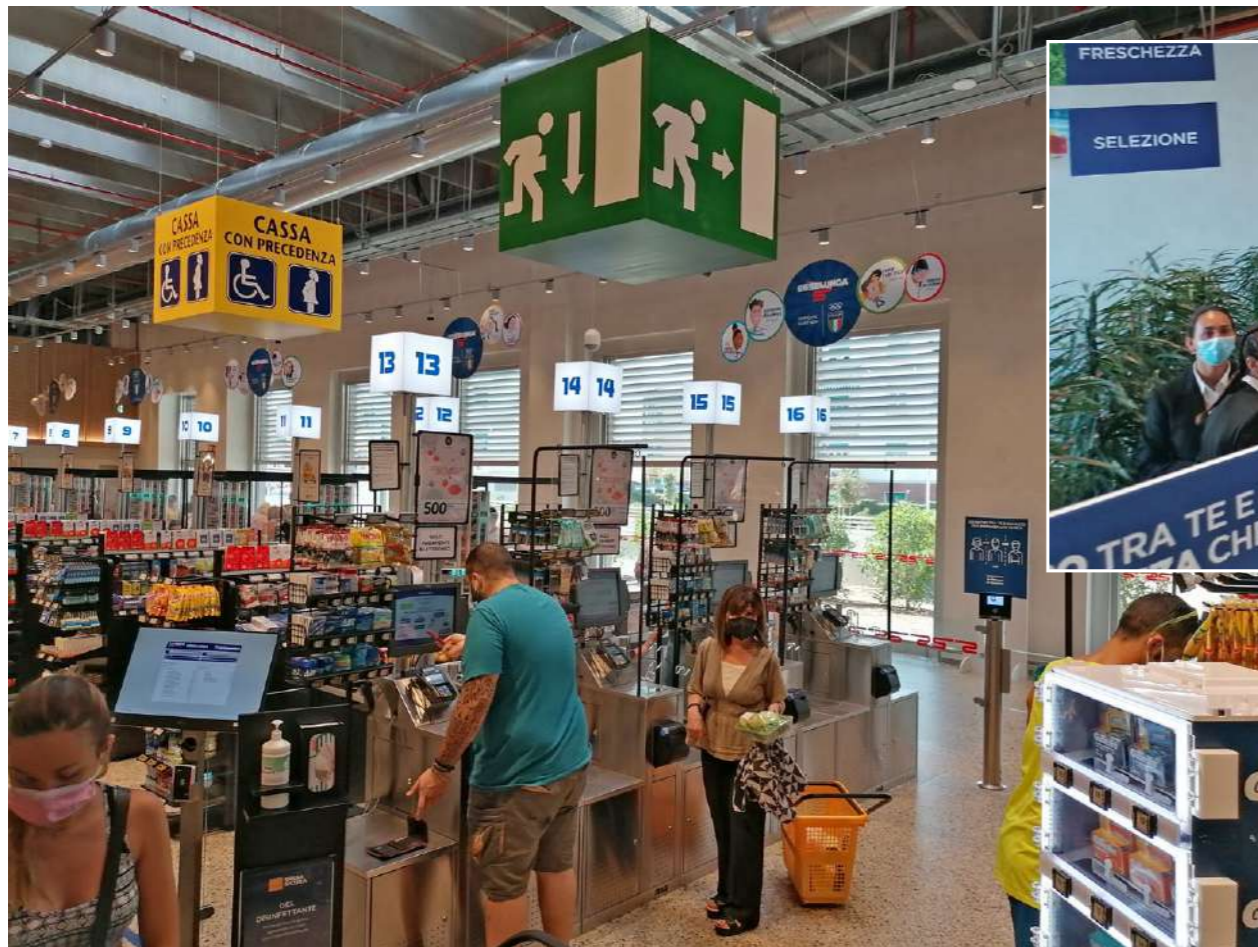
A comprehensive range of books and stationery is available in store



The checkout counters are neat and uncluttered



Self-payments terminals are available for a whole range of transactions, ranging from airtime to lottery tickets, to municipal and other government payments



Self-checkouts are used extensively, and the client service counter is nearby for any queries

