

The Lidler

A Lidl US Employee Magazine



Winter 2018

rethink
grocery.®

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Embracing Our Communities

When we open our doors, our hope is to become part of the fabric of life in the communities we serve. Throughout our operational footprint, we've been introducing our brand to customers, not only in our stores, but throughout the local areas, by participating in a myriad of fun events. These include our Family Fun Days as well as local charitable initiatives.

Middletown Throws Birthday Bash

In honor of our first year of operation in Middletown, the local team organized a one-year birthday party and invited local customers to celebrate with us on the store grounds.

Our First Birthday Family Fun Day drew hundreds of customers to Store 1129 – Middletown, Delaware, on Saturday, September 1. Customers who attended the event enjoyed live music from the Saengerbund German Band and Dancers—a local Delaware group that promotes traditional German song and dance—as well as music from a local DJ.

"We saw a lot of new customers," said District Manager Philip Blazejewski. "I spoke to customers who drove as far as 40 minutes to come to the event—that's quite a trip to do some grocery shopping. So to see them and hear them say 'We'll be coming back' is a really positive thing for our team."

In addition to Lidl food samples and giveaways, the event included many children's activities. Kids were treated to face painting, a bounce house and our inflatable grocery characters. They were also given the opportunity to sound the siren in a local Middletown Police Department squad car.



Did You Know?

Our wines have received more than 300 medals at wine competitions across the country. During the 2018 *San Francisco Chronicle* Wine Competition, the largest American wine competition in the world, we received more than 40 medals for our domestic wines.



Lidl was named Beer Supermarket of the Year at the 2018 New York International Beer Competition.



Our top-selling food item is eggs.



Did you know, there are more than 15,000 identified varieties of tomatoes around the world?



There are more than 60 Lidl US stores spread across seven East Coast states.



Lidl's Brewers Storehouse No. 3 amber ale, brewed in North Carolina, was named Amber Ale of the Year at the 2018 New York International Beer Competition.



All of our stores receive fruit and vegetable shipments daily.



Lidl has approximately 10,500 stores in 29 countries worldwide, employing about 260,000 people.



During our first year in the U.S., we sold enough bananas to make a smoothie for everyone in New Mexico.



Lidl offers a variety of organic and gluten-free items, including organic fruit, vegetables, meat, dairy and packaged-food items. There are more than 200 organic products in every store.

90% of products sold at Lidl are our exclusive private-label brands.

All of Lidl's fresh and frozen seafood is certified by the Marine Stewardship Council (MSC), Best Aquaculture Practices (BAP), or the Aquaculture Stewardship Council (ASC). Lidl's private-label products have no certified synthetic colors, added MSG, or partially hydrogenated oil-containing trans fats.

