



# Food Glorious Food 2024

A visual review of benchmark global grocery & foodhall retail innovation

# Food Glorious Food

This report is a visual benchmark of 75 new and historically significant grocery formats from across the world. Arranged alphabetically, these case studies aim to give a rounded picture of innovation in store design, visual merchandising and communication across a variety of grocery and foodhall formats. The report also covers service and hospitality as well as ethical and sustainable innovation. Food Glorious Food is a celebration of the creativity of internal teams and external architects and designers and agencies are credited in each case study where appropriate. The report deliberately includes a spread of premium, mass, discounter and independent retailers in order to demonstrate that trends are both global and apply across the price point spectrum. The report is accompanied by an interactive trends presentation, immersive food safari and a sister report on convenience retail innovation.

# 75 Global Case Studies

Agro Hub, Tbilisi, Georgia

Albert Heijn XL, Amsterdam

Aldi, Shanghai, China

Aldi Corner Store, Australia

Aldi Sud City, Tübingen Germany

Asda Sustainability Trial, Leeds, UK

Barnhill Stores, Dublin, Ireland

Bridge Foodhall by Migros, Zurich

Carrefour Villiers-en-Bière, France

Checkers, Cape Town, South Africa

Coop Hagastaden, Stockholm

Coop Supermercato del Futuro, Milan

Coop Superstore Bolzano, Italy

David Jones Food Hall, Sydney

Delhaize Nivelles, Brussels

Donnybrook Fair, Dublin, Ireland

Dunnes Stores, Cork, Ireland

EAT17 Hammersmith, London

Eataly Broadgate, London

E Center Stroetmann, Münster, Germany

Edeka Koopje Citymarkt, Germany

Erewhon, Los Angeles USA

Esselunga Brescia, Italy

Felna Food Market, Japan

Fooby by Coop, Lausanne

Foodland Farms, Hawaii

Food Marqt by Ekoplaza, Amsterdam

Fresh Food Market, Cairo, Egypt

Fresh Good Food Market, Dublin

Giant Riverwalk, Philadelphia, USA

HoH Foodhall, Hull, UK

Hagkaup Smaralind, Iceland

Harris Farms, Brisbane, Australia

Ichiban Food Hall, Westfield London

Jumbo Foodmarkt, Utrecht

Jumbo City, Amsterdam

Kavanaghs Budgens, London, UK

Locali By Romeos, Sydney, Australia

Magnit, Almaty, Kazakhstan

M&S Foodhall Hedge End, UK

Monop Louise Michel, Paris, France

NY8 New Yaohan, Macau, China

Landmarkt, Amsterdam

Le District, New York

Lotte Food Avenue, Seoul

Meny City, Oslo

Naturally, London

Nisa Evolution Format, UK

Plus Koot Abcoude, Netherlands

Plus Duin Almere, Amsterdam

Recheio Cash & Carry, Cascais, Portugal

Romeos IGA, Summer Hill, Australia

Sainsbury's, Witney & Wolverhampton, UK

Seven 7 Fresh, Shanghai

Silpo Designer Supermarkets, Ukraine

Solera, Cologne

SSC Food Market, Seoul

Supa Valu, Ballina NSW

Super Vero, Novi Sad, Serbia

SuperValu, Knocklyon, Middleton & Bray

The Assembled Market, Changsha, China

Tin Building by Jean Georges, New York

Ultramarket, Kyiv Ukraine

Valk Versmarkt Voorschoten, Netherlands

Victor Churchill Melbourne, Australia

Waikiki Market Honolulu, Hawaii, USA

Waitrose Kings Road, London UK

Whole Foods Market, Bryant Park NYC

Whole Foods Market, Brooklyn

Woolworths Burwood, Melbourne

Woolworths Waterstone, Cape Town

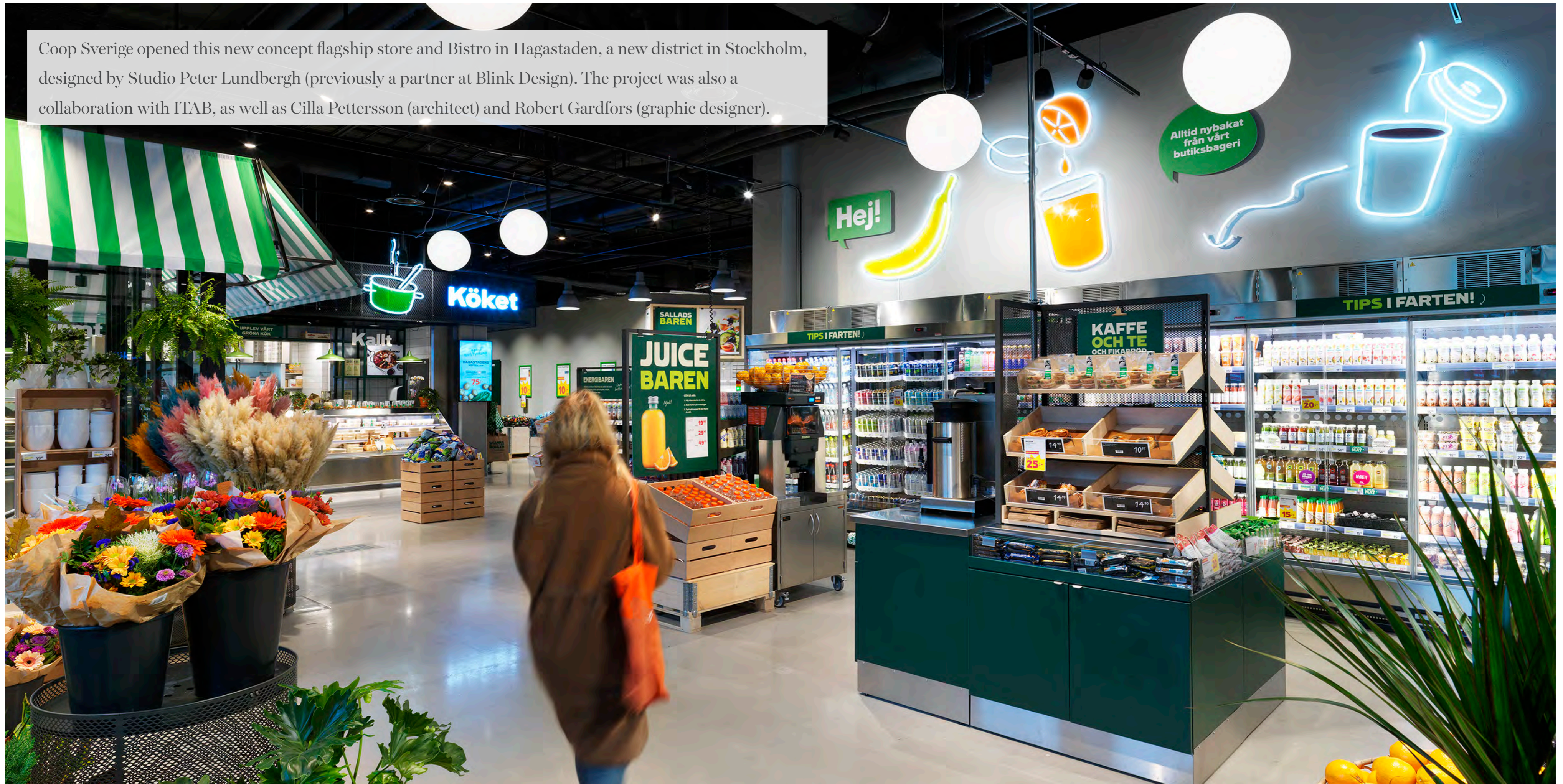
Zurheide by Edeka, Düsseldorf

# Trends in the Food Landscape...

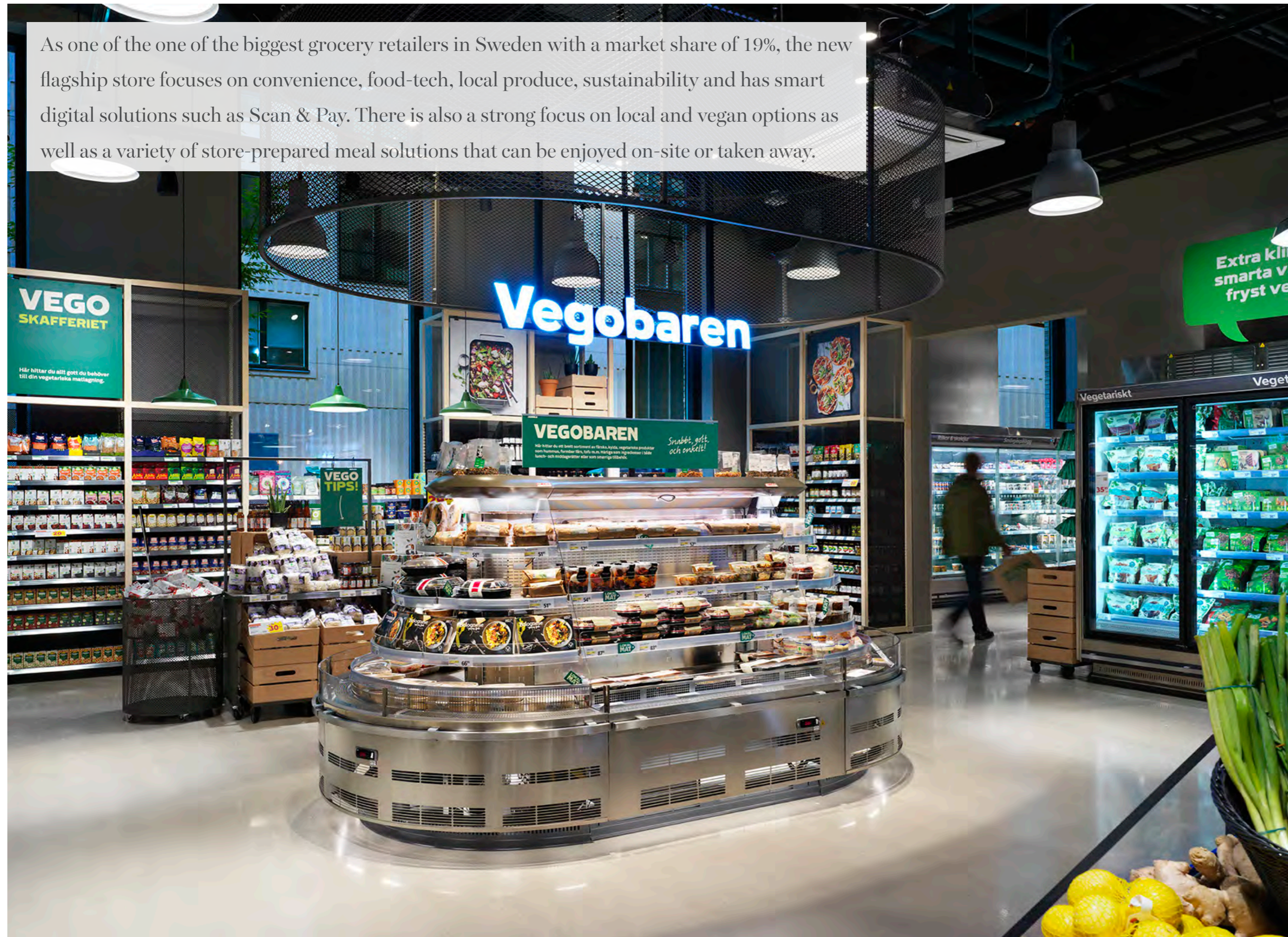
---

After years of big brand price wars, the discounter revolution is driving a renewed focus on the physical store experience. Aldi is reinventing value retail with premium design, the same cutting edge 'just walk out technology' as the big players, and a new, responsive local focus, which includes unique artist commissions for each location. Other brands, such as Ukrainian Silpo, build whimsical themes and unique design into every location, with amazing store openings even in the midst of war. The future of physical food retail is all about surprise and delight. Customers want expert quality, demonstrated through storytelling and visible craft. They want to be inspired with products displayed with visual flair, in surroundings that are more than merely functional spaces. The trend towards 'grocerant gastronomy' is accelerating and demonstrates our desire for authentic social experiences that offer hospitality, community and ethical responsibility.

Coop Sverige opened this new concept flagship store and Bistro in Hagastaden, a new district in Stockholm, designed by Studio Peter Lundbergh (previously a partner at Blink Design). The project was also a collaboration with ITAB, as well as Cilla Pettersson (architect) and Robert Gardfors (graphic designer).



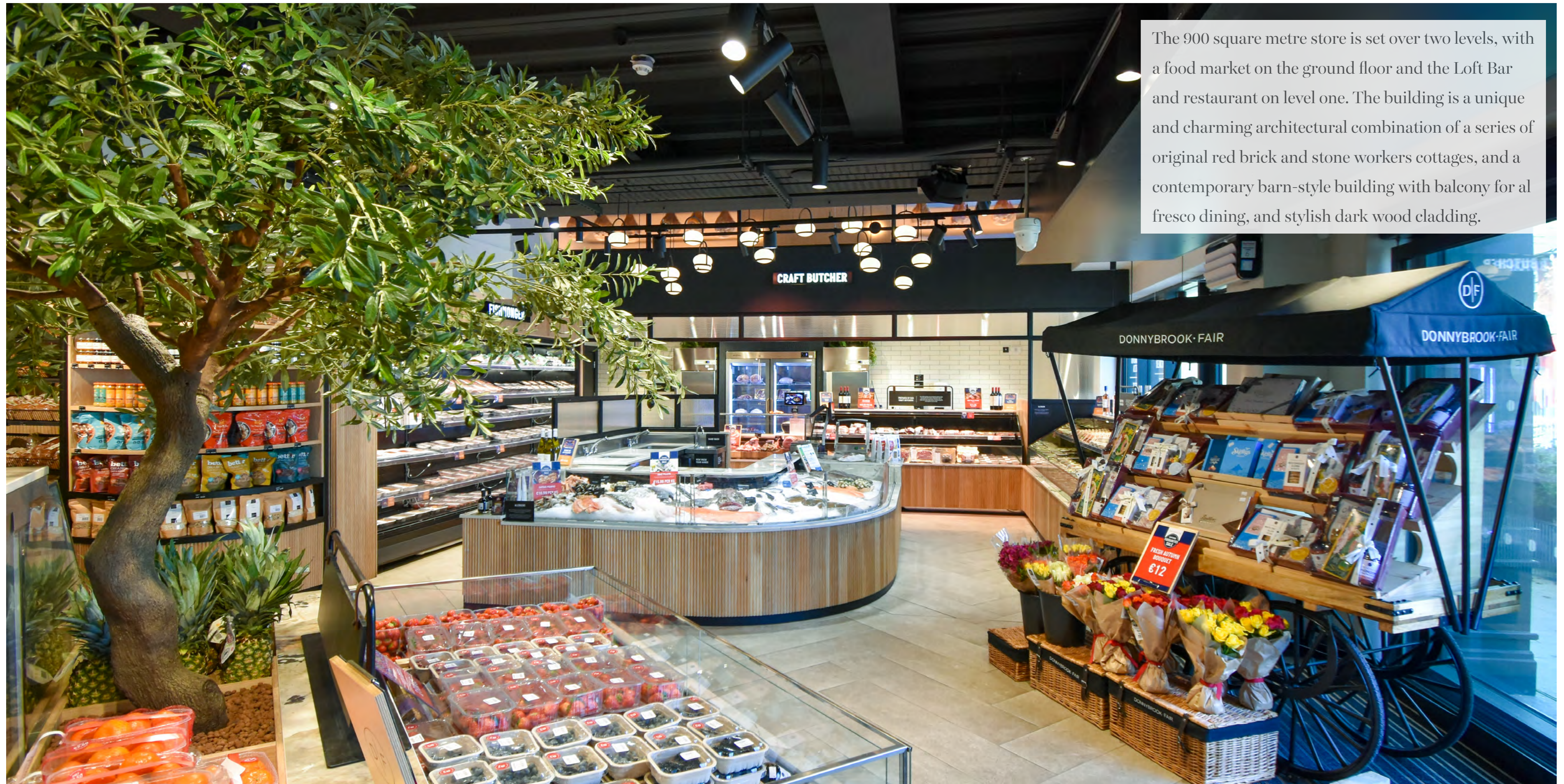
As one of the one of the biggest grocery retailers in Sweden with a market share of 19%, the new flagship store focuses on convenience, food-tech, local produce, sustainability and has smart digital solutions such as Scan & Pay. There is also a strong focus on local and vegan options as well as a variety of store-prepared meal solutions that can be enjoyed on-site or taken away.





Donnybrook Fair Dundrum is a flagship food hall and restaurant, opened in Pembroke Square, anchoring the restaurant quarter in Dundrum Town Centre; a premium shopping mall on the outskirts of Dublin. Hammerson; the landlord wanted to create a 'foodie' destination with an expert mix of artisan food retail and hospitality. Having originally signed Fallon & Byrne, the pandemic put paid to that deal and paved the way for Donnybrook Fair to take this flagship site instead.





The 900 square metre store is set over two levels, with a food market on the ground floor and the Loft Bar and restaurant on level one. The building is a unique and charming architectural combination of a series of original red brick and stone workers cottages, and a contemporary barn-style building with balcony for alfresco dining, and stylish dark wood cladding.



Coop Switzerland opened this unique, premium foodmarket called Fooby in Lausanne in the historic old Kursaal theatre. The renovation works in the Kursaal, which was used as a cinema until 2006, actually started in 2016 but ended up taking three years. The Fooby store is a test physical format based on Coop's culinary online platform of the same name.











Norwegian supermarket brand MENY launched this 23,000 sq.ft concept store in CC Vest, Oslo, designed by Household. It is the largest store size and format for the group with a strong focus on fresh. With a self-described mission to 'Eat Better and Live Better', Meny has increased the amount of counter service and allocated as much as 25% more space is dedicated to fresh than in smaller formats.



DE DUINKAMER

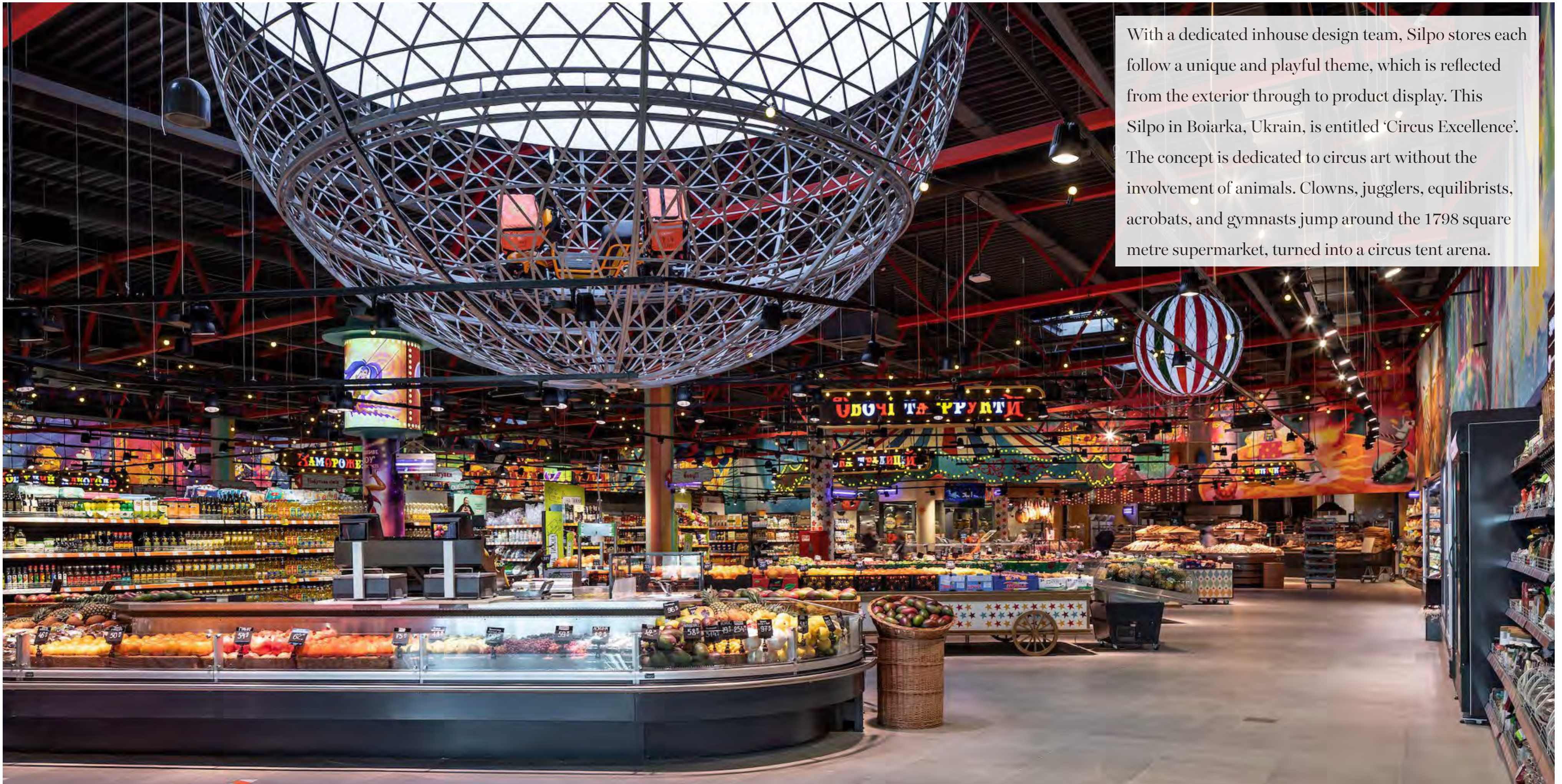
DE DUINKAMER  
←

PLUS  
TO-GO  
→



Silpo is one of the largest national supermarket chains in Ukraine, founded in 1998. As of January 2024, it has more than 300 supermarkets and 4 Le Silpo Gourmet Foodhalls. A subsidiary of Fozzy Group, a major trade and industrial group in Ukraine, Silpo creates unique themed designs for each store and has already opened multiple new stores even during the Russian war. Currently, Silpo has more than 100 themed designer supermarkets and 4 Le Silpo delicacies, each with its own concept. Silpo also creates a thematic atmosphere for its employees - staff rooms also match the design of the shops. Silpo designs around both Ukrainian and International cultural themes; from an American diner to Carpathian Mountain landscape. The Silpo team draws inspiration from Van Gogh's paintings, cult rock music hits, space exploration, the history of Podol, and more.

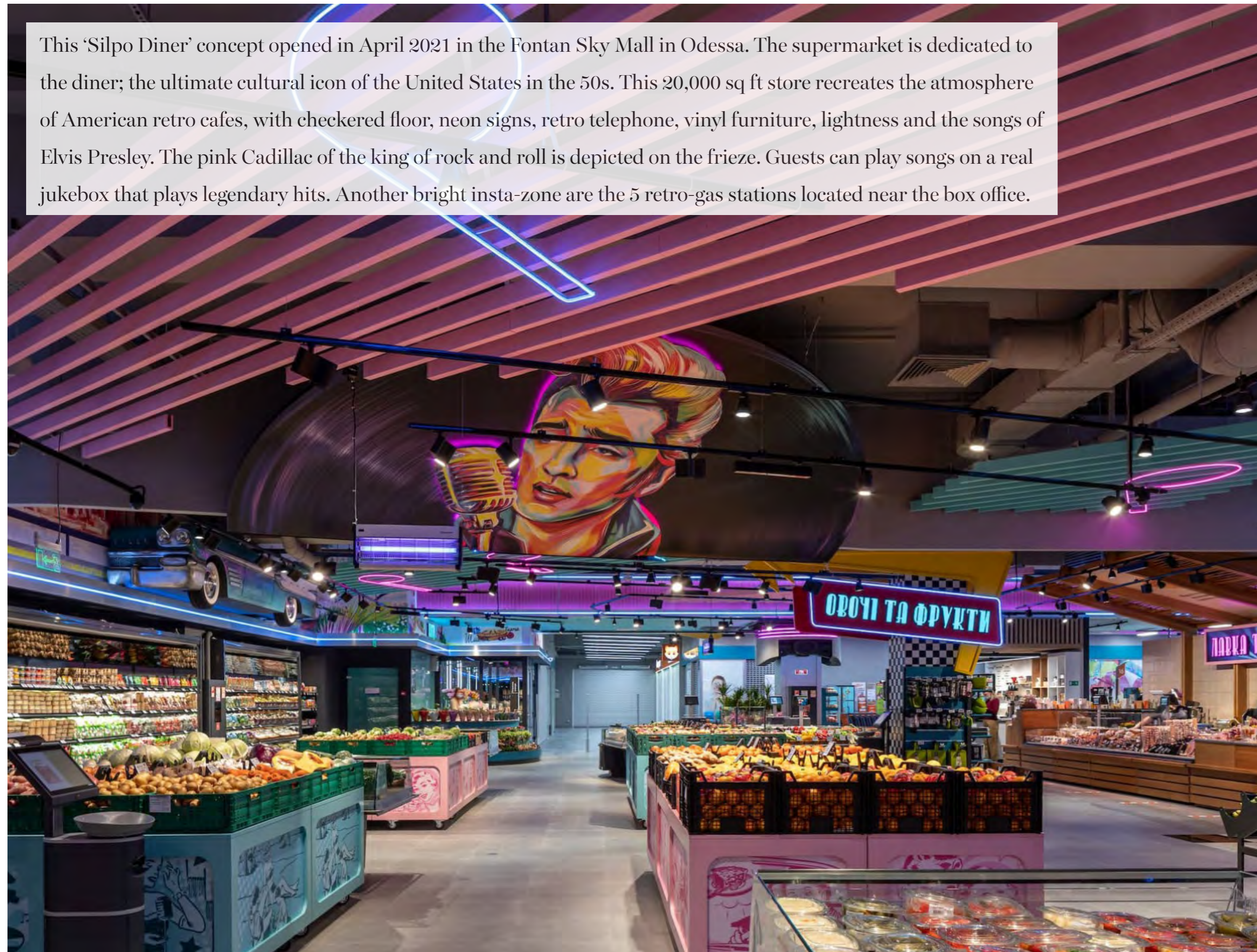




With a dedicated inhouse design team, Silpo stores each follow a unique and playful theme, which is reflected from the exterior through to product display. This Silpo in Boiarka, Ukrain, is entitled 'Circus Excellence'. The concept is dedicated to circus art without the involvement of animals. Clowns, jugglers, equilibrists, acrobats, and gymnasts jump around the 1798 square metre supermarket, turned into a circus tent arena.



This 'Silpo Diner' concept opened in April 2021 in the Fontan Sky Mall in Odessa. The supermarket is dedicated to the diner; the ultimate cultural icon of the United States in the 50s. This 20,000 sq ft store recreates the atmosphere of American retro cafes, with checkered floor, neon signs, retro telephone, vinyl furniture, lightness and the songs of Elvis Presley. The pink Cadillac of the king of rock and roll is depicted on the frieze. Guests can play songs on a real jukebox that plays legendary hits. Another bright insta-zone are the 5 retro-gas stations located near the box office.







 echo  
chamber  
com