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### GERMAN RETAIL BLOG

Mike Dawson • International Desk • Lebensmittel Zeitung




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February 14, 2018

#### Aldi starts in bella Italia



Aldi sta arrivando!


Under the marketing slogan "una nuova idea di spesa!" (a new shopping idea), Aldi Süd (Aldi South) revealed its plans for the conquest of the Italian market today. After two years of planning via its Austrian arm, Hofer, the retail giant will open ten outlets on March 1 in Lombardy and Venetia. The stores, with sales surfaces of 1,000<sup>2</sup> to 1,400<sup>2</sup>, will be in Bagnolo Mella, Cantù, Castellanza, Curno, Peschiera del Garda, Piacenza, Rovereto, San Donà die Piave, Spilimbergo and Trento. All will be served by the company's first DC in Oppeano, near head office in Verona. Germany's most profitable discounter has ambitious plans for national coverage and intends to open "more than 45 outlets" as well as nearly double staff headcount from 880 to 1,500 by the end of the year. On its website Aldi Italia is looking to open stores in all eight regions of northern Italy as well as in Tuscany. This is a fine start. But isn't Aldi coming a little late to the party?

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Tabea Kihm – +49 69-7595-2537– [kihm@lebensmittelzeitung.net](mailto:kihm@lebensmittelzeitung.net) – Sales Director Native Advertising