



schenke♡

schweitzer []

FACTS + FIGURES

CLIENT

Schenke Family

SHOP NAME

EDEKA Schenke

LOCATION

Gütersloh, Germany

SALES AREA

Ca. 3000 m²

OPENING

28th September 2023



CONTEXT

EDEKA Schenke in Gütersloh was remodelled and extended for the first time in 2006 by the design and shop fitting company Schweizer. The same location has now undergone another conversion and once again the family relied on Schweizer's many years of experience and expertise.

The store is located in an existing building, the Schenke Stammhaus, to which a new building has been added, substantially increasing the total store area to approximately 3000 m².

CHALLENGE & CONCEPT

The challenge for the designers and planners of Schweitzer's sister company, the retail design agency Interstore, was to develop an innovative store concept that harmoniously combines the existing and the new buildings.

The result speaks for itself: thanks to a generous layout, a continuous feeling of space has been created despite the different room heights, allowing for an organic customer flow.





HIGHLIGHTS **DELICATESSEN**

A strong focus was placed on the redesign of the delicatessen department, on which much importance is placed in the Schenke stores. In-house recipes, handed down from generation to generation, are still used here and prepared fresh every day. To emphasize the importance of this area, the graphic designers at Interstore developed a special brand around the Schenke logo.

HIGHLIGHTS

WINE & SPIRITS

A completely new branding concept as well as the use of qualitative materials gave the wine cellar a premium feel.

Existing wooden shelves were reused and integrated into the new concept. A selected area with a gold and black chequerboard pattern as wall decoration is reserved for a wide selection of champagnes and sparkling wines.





DESIGN <> BUILD



DESIGN ➤ BUILD





WURST

Obst

KÄSE

HERZ
LICH

WILL
KOM
MEN

Obst & Gemüse

Obst & Gemüse

Obst & Gemüse

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Obst & Gemüse

BROT

KÄSE



FLEISCH











Dusche

Haarpflege

Reinigungsmittel

HAARPFLEGE
MAKE-UP

Schönheit

DROGERIE

REINIGEN

S A

we think retail.

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