



# HIEBER

MEIN LEBEN. MEIN LADEN.

schweitzer 

## FACTS + FIGURES

CLIENT

**Hieber's Frische Center KG**

SHOP NAME

**EDEKA Hieber's Frische Center**

LOCATION

**Bad Krozingen, Germany**

SALES AREA

**2.960 m<sup>2</sup>**

OPENING

**8th march 2023**



## CONTEXT

With 16 stores spread across Germany, the Hieber family of retailers is one of the most successful in the entire German-speaking region. Various awards in recent years are proof of their innovative strength and visionary entrepreneurial spirit.

## CHALLENGE & CONCEPT

The aim of the new store concept was to **further emphasise the extraordinary fresh produce offer** of the Bad Krozingen store, both in design and graphic communication.

The generous fresh food counters were not only to be retained as the heart of the store, but also expanded. The **flexibility and modularity of the refrigerated counters** guarantee an unrestricted shopping experience with a range of products for consumers, even in times of staff shortages.





## HIGHLIGHTS FROM SERVICE TO SELF-SERVICE WITH ONE HAND

**Customised refrigerated counters:** The meat and fish departments feature versatile self-service counters that can be used for promotions and continuously adapted. Depending on customer flow, the display can be **quickly and flexibly changed from service to self-service.** The fresh products are presented vertically, as in the form of a cheese tower, to give space and visibility to the larger assortment.

## HIGHLIGHTS GUIDING THE CUSTOMER FLOW WITH A HUMAN TOUCH

Oversized hands, depicted on the walls are holding the corresponding product depending on the department, guiding the consumer through the store. The **graphic concept** emphasises the **importance of human interaction** in conjunction with the brand's own focus on freshness.



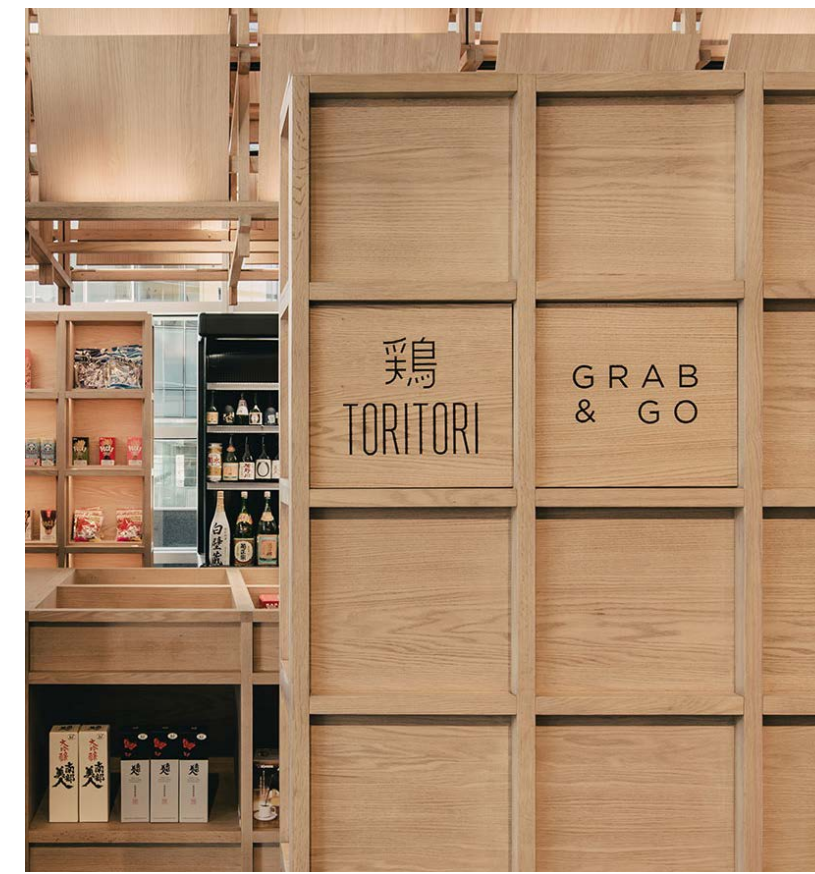
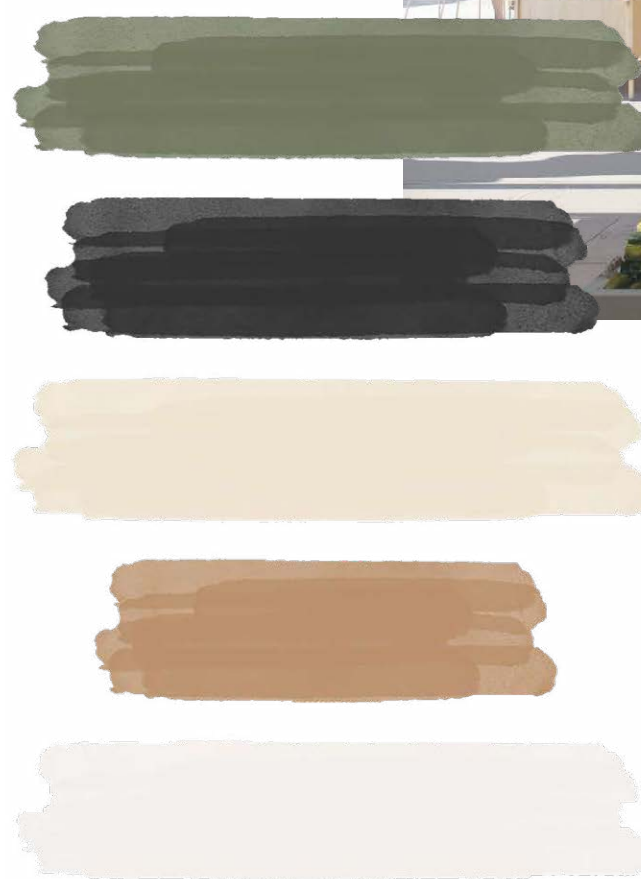
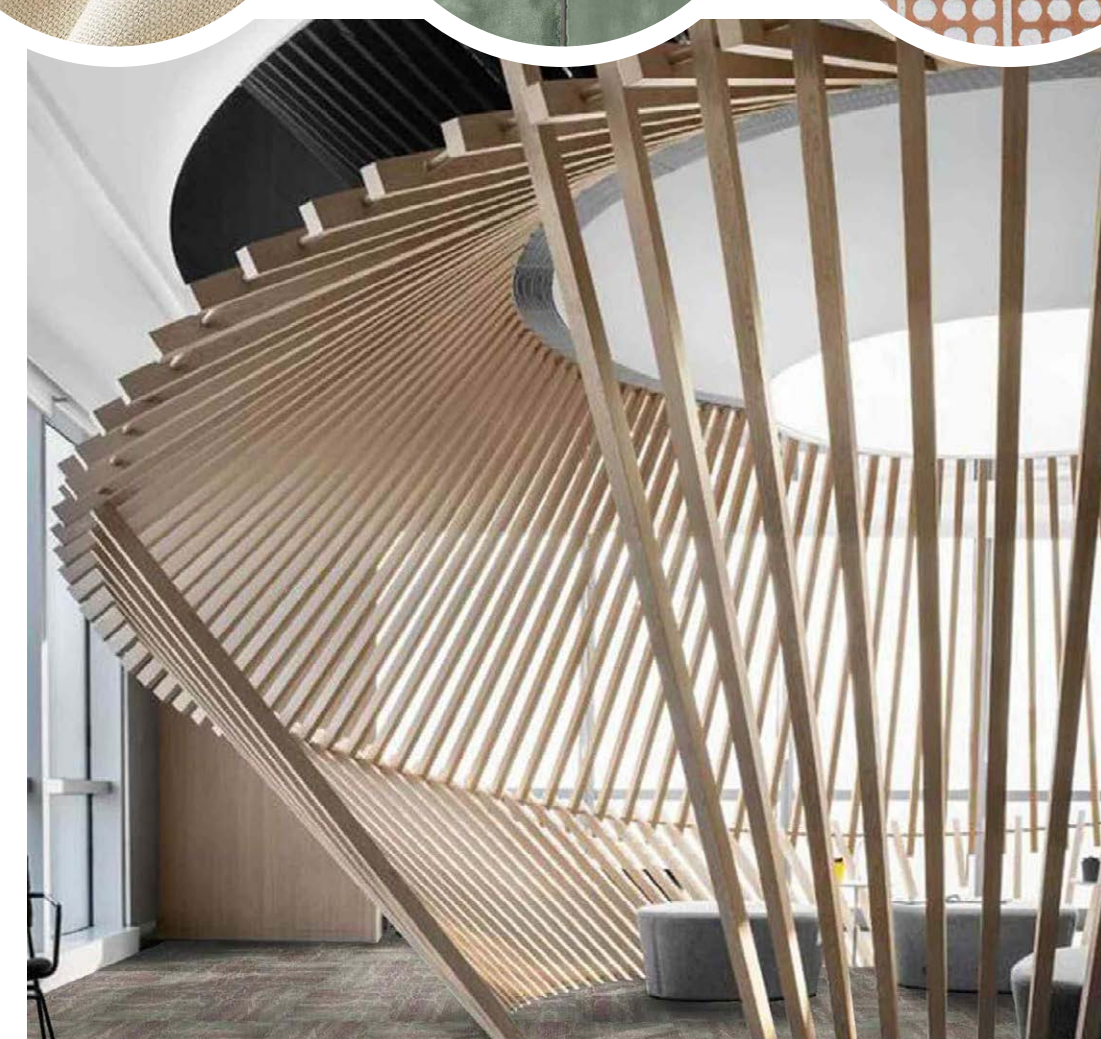


## HIGHLIGHTS **MARKETPLACE FEELING**

Using a reduced colour palette of concrete and natural materials the woods complement each other harmoniously coupled together with the green of the plants that meander their way from the ceilings and walls. Elegant “floating” wooden structures compress the high ceilings at targeted points, placing the focus on the special departments and giving the entire large area a **personal, warm marketplace character.**



LOOK + FEEL





# DESIGN < > BUILD



# DESIGN < > BUILD



HERZLICH WILLKOMMEN IM  
**FRISCHE CENTER.**





MARKT  
PRISCH

Bananen

Grapfruit

Kiwi

Zitronen

Gemüse

Bio Gemüse

HIEBER

HIEBER







Wein Schatzkammer  
Der Wein wird auf den besten Zustand  
den er anläßt. Dünne weichen dünner  
wisse Wein Fachmann  
Herr Schmitt, heral Sie gerne

Spanien-Portugal

Spirituosen

Edition Hieber 6 plus 1

Edition Hieber 6 plus 1

keine Weine   Meine Weine   Schiennen   Guggen   Britzogen   Stufen   Auf Kratzogen   Wolfsweller   Herdingen   Bickensohl   Oberbergen   Bützingen   Ihringen   Ortenau   Durbach   Pfalz - Mosel

Bickensohler  
ROSE - TROCKEN

Bickensohler  
ROSE - TROCKEN

Bickensohler  
ROSE - TROCKEN

PEINERER  
PEINERER



FISCH-RÄUCHEREI

Salamiprodukte 299

Käserei

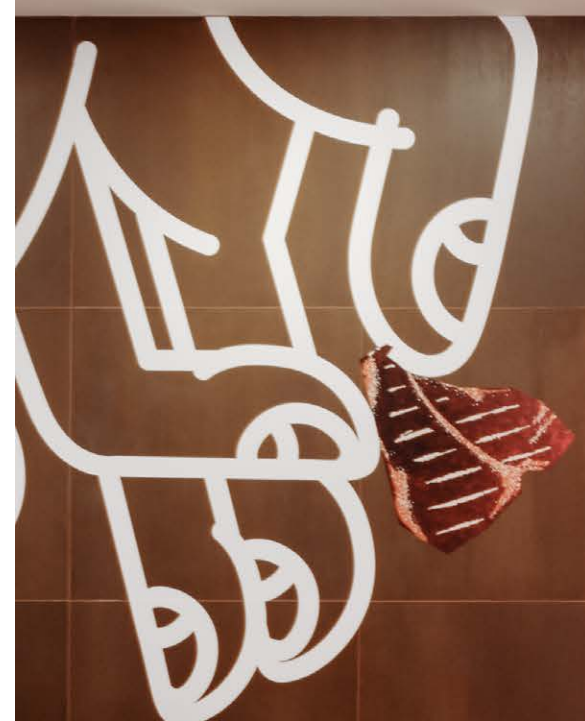
Reibbrot, 1,99  
Fischbrot, 2,99  
Wochen Empfehlung  
Hausgemachte Spezialität

WIEDER









SCHNITZ

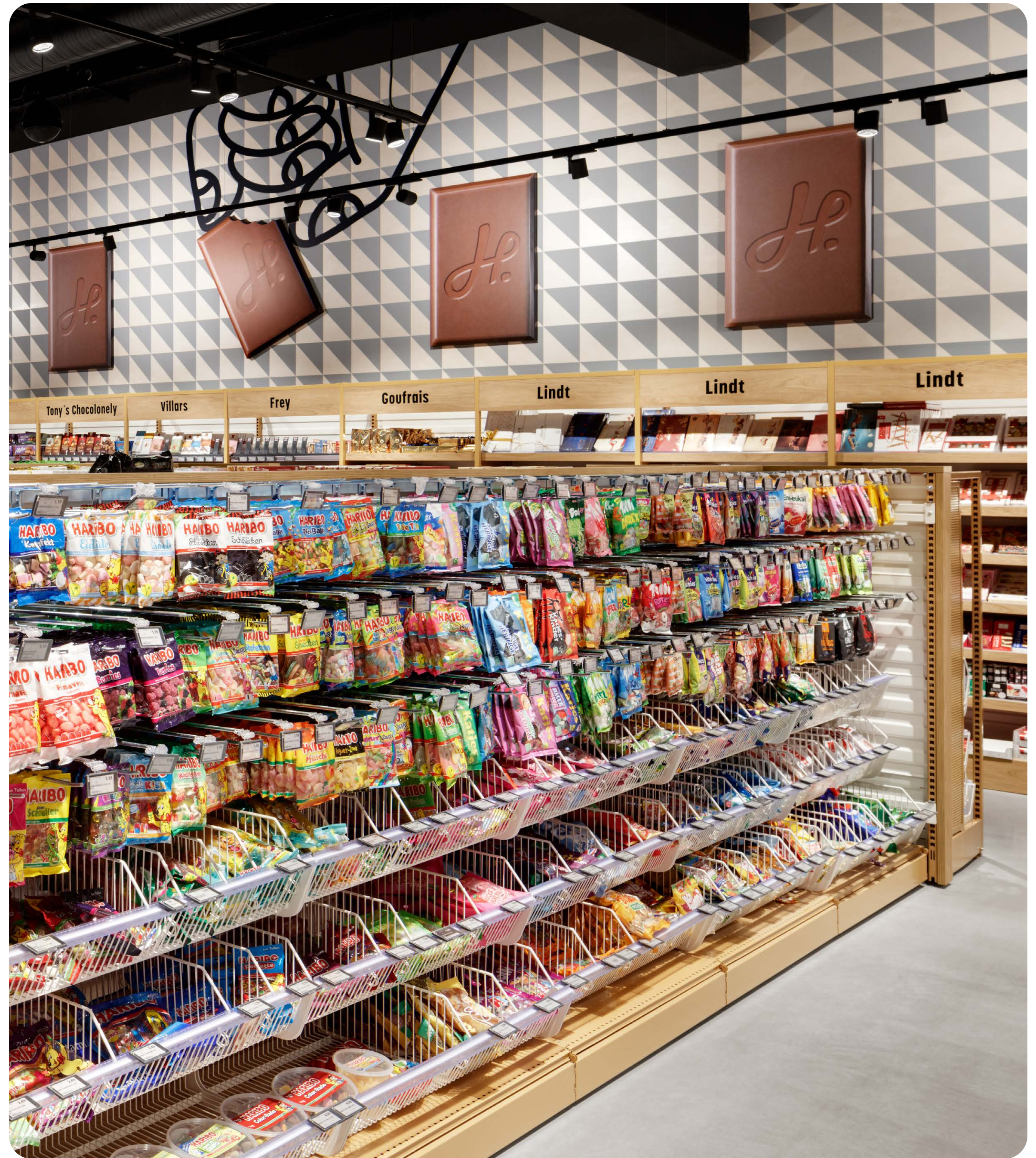


Welt des Käses













PIZZA & BISTRO *Gust*

BIO

FRISCH GEBACKEN

Weckmann 2,35  
Schoko-Weckmann 2,60

Odenwälder  
Urbrot 750g 3,20  
Wurzelbrot 400g 2,80

Brot des Monats  
Basler Brot  
1kg 3,-

3 für 2  
Laugenbrezel, -stange  
oder Knoten 1,60

Frischbäck für  
Forschbacher  
Hofplatz und  
Löhle

Heißgetränke  
Kaffee  
Kaffee groß  
Espresso  
oder Espresso  
Tee

Schneeflocken  
Brotchen  
Bismark  
Brot  
Brot  
Brot

Obst  
Brot  
Brot  
Brot

Stückchen  
3,30

Brot  
2,90

1,80

2,20

1,90

1,80

1,80

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1,80





PIZZA & BISTRO

Just

eißgetränke  
Capuccino 2,40 2,50  
Latte Macchiato 2,40 2,50  
Milchkafee 2,40 2,50  
heiße Schokolade 2,40 2,50

FRISCH GEBACKT

Wekmann 2,35  
Stollen Weckmann 2,60

Altmüller Weibrot 3,40  
Wurstbrot 2,80

Brot des Monats  
Erdbeere-Brot 3,30  
3.8.2  
Langbrötchen - abgibt  
mit Kleebl 1,60

Reisling vom  
Büchel 1,70  
Linsensuppe 2,50

CKER

MARKT

H  
IEDER

MEIN LEBEN. MEIN LADEN.

HERZLICH WILLKOMMEN IM  
FRISCHE CENTRI

# we think retail.

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