



schweitzer 

Facts & Figures

CLIENT

EDEKA Nord

SHOP NAME

**Nur Hier Klosterstern &
Nur Hier Bismarckstraße**

LOCATION

Hamburg, Germany

SALES AREA

**62 m² Klosterstern
59 m² Bismarckstraße**

OPENING

12th January 2023



NUR HIER.



The challenge

As new owners of the 500 strong Hamburg Nur Hier bakery chain, EDEKA Nord wanted to **redefine the brand, redesign the identity, brand storytelling and update the appearance of the shops.** The challenge was to develop a modern design and **scalable concept** that could be duplicated and applied to retail spaces of various sizes, with the key objective to translate the Nur Hier quality, with products as the focus of attention.

The concept

A new customer approach was developed around the **new brand identity**, which creates a homely atmosphere. New slogans, such as “Beautiful here...with you”, alongside the newly developed playful graphic language actively invite pedestrians to come in and enjoy. Workwear, fabric bags and other visual merchandising products reflect the new brand philosophy. The soft colour palette creates a pleasant natural atmosphere, appealing to a young, female target group in both small and large sales areas. A selective combination of colours, alongside natural materials such as real stone and light-coloured wooden elements help to create a **warm and modern ambience that translates quality**.





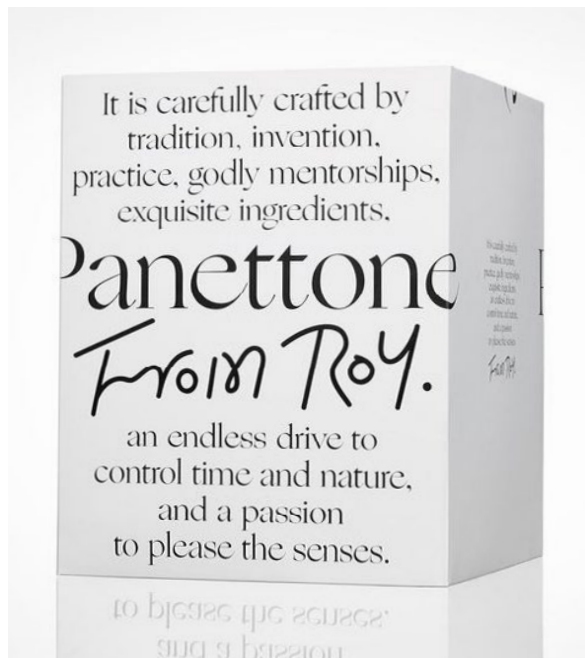
Highlights

- . The thoughtful **interplay of high and low shelves** makes ideal use of the available space by presenting a diverse product range, placing it in the spotlight.
- . More than a bakery: cosy seating areas and a **convenience concept** that fits the needs of city dwellers, offering quality coffee, salads, snacks-to-go and more. Nur Hier is now positioned to become the **new social place to meet**.

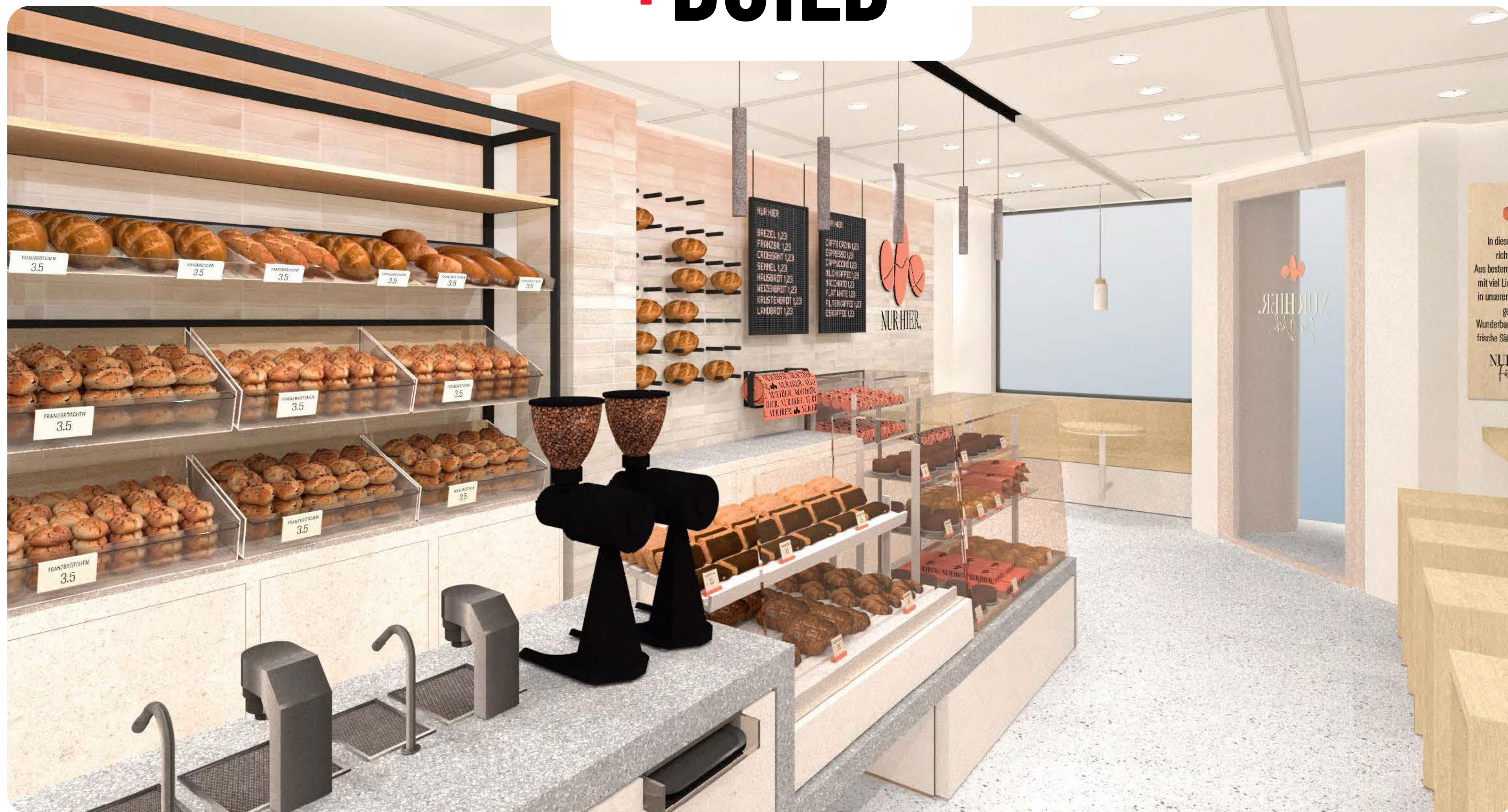
Look & Feel



SCHÖN HIER.
Mit Dir.



DESIGN + BUILD



DESIGN

DESIGN + BUILD



BUILD



NEUERÖFFNUNG
NUR HIER.
Für Dich.

ODER HIER.

NUR HIER.


SCHÖN
HIER
MIT DIR.

NUR HIER.


NEU-
ERÖFFNUNG
ES IST
SCHÖN HIER
MIT DIR.
NUR HIER.
Für Dich.













NUR HIER.
NEUERÖFFNUNG

NUR HIER
NEUERÖFFNUNG

KAFFEESPEZIALITÄTEN		klein	normal
FILTER KAFFEE		2,95 €	3,55 €
AMERICANO		3,95 €	4,55 €
CAPPUCINO		3,95 €	4,55 €
MILCHKAFFEE		4,25 €	4,85 €
LATTE MACCHIATO		4,45 €	5,05 €
KARAMEL MACCHIATO		4,85 €	5,45 €
FLAT WHITE		3,95 €	4,55 €
ESPRESSO		2,45 €	2,95 €
HEIßE SCHOKOLADE		2,95 €	3,55 €
ELLES TEE		2,95 €	3,55 €
FRISCHE MINZE		3,95 €	4,55 €
SOFTGETRÄNK 0,5 L		2,95 €	3,55 €
VOUVO ESSENCE		2,95 €	3,55 €
SMOOTHIE		4,95 €	5,55 €
HÄHNCHEN MIT SAUCE 4,50 €			
NACHTRAG 1,50 €			

PANINI CAESAR	5,50 €
PANINI SERRANO SCHINKEN	5,50 €
PANINI TOMATE & MOZZARELLA	5,50 €
BROTZEIT	12,50 €
EVERYTHING OMELETT	8,40 €
Kuchen, Torten, etc. 11,50 €	

NUR
DAS
BESTE
GIBT'S
HIER.
Für Dich

we think retail.

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