



Berlin Walking Tour

Edeka

Germany's largest grocery retailer, located on the basement level of the Mall of Berlin. Right opposite of Aldi, Germany's largest Hard Discounter. A good example to stand and watch the German Smartshopper utilize their individual strengths and shot at both stores.

Aldi

Germany's largest Hard Discounter, often associated with large out-of-town locations with ample parking, showcases in this Mall location how the German Smartshopper can be enticed despite fierce competition by an Edeka store right across the hallway.

Hit Ullrich

A local German chain of grocery stores offers a nicely merchandised store at this location with a bakery, seating and tobacco store located in the entrance hall. Grocery can be found on 2 levels, and on the basement level there is a small children's play area under the stairs.

Kamps

Being a nearly national bakery chain with 400 locations, Kamps is the best known bakery in Germany. Part of the French, globally operating Groupe Le Duff they combine their global knowledge with the very specific demands of the huge German bakery market.

Auf die Hand

A local player with 6 locations, Auf die Hand (German for "on the hand", an expression for "take away") offers fast food from sustainable sources in recycled packaging. Leftovers are being donated daily and they self-claim to be the "happiest fast food chain in the world"

Frittenwerk

How do you succeed when offering just 1 product? Frittenwerk (German for "Fries Plant") shows how. For 5 years they have been growing all over Germany with a Fries-only-menu. All embedded in a stunning modern store design, featuring their main product.

Rewe

Germany's second largest grocery retailer, located on the lower ground inside the Mall "Friedrichstadtpassagen" focuses on fresh produce and at this location, the inner city grocery shopper, offering price entry-level to high end, incl. private label.

Penny

Penny and Rewe are, similar to the Edeka-Aldi situation, located right across the hall of each other. And a similar Smartshopper behaviour can be witnessed here, shopping at both locations. Interesting to the observer who knows that Penny is Rewe owned.

Check Point Aldi

A brand new concept store from Aldi breaks with their traditional design and features their location close to "Checkpoint Charly". With Aldi merchandise this is not just a discount store but also a tourist attraction and a must-stop for the hardcore Aldi fan...

Bahnhof Friedrichstrasse

Slightly dated and in need of refurbishment, this station is the main junction for regional traffic in Berlin, measured by the number of passengers. It has been a border crossing between East and West Berlin and has become a tourist destination. Multiple food and grocery formats operate here.

A Google Map of the locations is available through the LinkTree Event Guide.