



FOR IMMEDIATE RELEASE

Date: August 30, 2017

Lidl US

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LIDL TO OPEN SUFFOLK STORE ON THURSDAY, SEPTEMBER 28 *New Suffolk Store Will Offer Customers Blockbuster Grand Opening Deals While Supplies Last*

ARLINGTON, VA – On Thursday, September 28, customers in Suffolk will have the opportunity to experience Lidl when its newest location in the Hampton Roads area opens that day. The new store, located at 1001 Community Drive, will open at 8:00 a.m., immediately following a ribbon cutting ceremony at 7:40 a.m. The Suffolk store will be the sixth store to open in the Hampton Roads area.

Lidl US Grand Opening Events and Specials

Customers will be able to take advantage of get-them-while-you-can grand opening special offers at the new Suffolk store. The first 100 customers to arrive will also receive a wooden coin for a chance to win up to \$100 in Lidl gift cards. Shoppers can also sample an array of Lidl's products and get a complimentary Lidl reusable bag while supplies last. The fun continues throughout grand opening weekend with games, activities, prizes, special deals, and giveaways.

Rethink Grocery Shopping

Lidl will offer a simple and efficient approach to grocery shopping, which will mean huge savings for Lidl shoppers. When entering a Lidl store, they can also expect to see the following:

- **Newly-Built, Beautiful Stores and Easy-to-Shop Layouts:** These stores will be newly constructed facilities, featuring an easy-to-shop layout of 20,000 square feet with only six aisles.
- **Award Winning Wines:** Lidl's exclusive wine range, which is curated by Lidl's in-house Master of Wine, Adam Lapiere, has won more than 200 medals this year. The company was the top performing retailer at both the 2017 LA International Wine Competition and the 2017 INDY International Wine Competition, where Lidl also became the best performing exhibitor in the 25-year history of the competition with 104 medals, including Sparkling Wine of the Year.
- **Fresh Baked Goods:** Customers will be greeted each day with the smell of Lidl's top-quality breads and pastries, which are baked fresh throughout the day. A bakery will be located at the entrance of each store.



- **Healthy, Sustainable Choices:** Lidl is committed to offering a wide range of healthy and sustainable options. All fresh and frozen seafood in Lidl's everyday assortment will be certified sustainable by either the Marine Stewardship Council (MSC), Best Aquaculture Practices (BAP), or the Aquaculture Stewardship Council (ASC). Lidl's high quality private label products will not have certified synthetic colors, added MSG or partially hydrogenated oils (PHOs) containing trans fats.
- **Organic and Gluten-Free Options:** Lidl will carry a variety of organic and gluten-free items including organic fruit, vegetables, meat, dairy, and packaged food items, which will all be available at the lowest possible prices.
- **Lidl's Top Quality Products:** About 90 percent of the high quality groceries available at Lidl will be exclusive brand products. Each product on Lidl shelves will be rigorously tested to ensure that it meets our high quality standards. Several items have already won acclaim in the United States, including award-winning cheeses recognized in the 2017 Los Angeles International Dairy Competition, and a range of baby products that have earned the Parent-Tested, Parent-Approved seal of approval.
- **Lidl Surprises:** Lidl offers an ever-changing selection of non-food products each week that will be in stores for a limited time. The selection will include fitness gear, small kitchen appliances, toys, and outdoor furniture, among other non-food items. To learn more about Lidl promotions, [watch this video](#).
- **Store Hours:** Lidl is open during prime shopping times. Stores will be open from 8 a.m. to 9 p.m. Monday-Sunday.

About Lidl

Lidl operates more than 10,000 stores in 28 countries, offering customers the highest quality fresh produce, meat, bakery items and a wide array of household products at the lowest possible prices. Lidl first established its U.S. headquarters in Arlington County, Virginia in June 2015. Since then, it has announced regional headquarters and distribution centers in Spotsylvania County, Virginia, Alamance County, North Carolina, Cecil County, Maryland and Bartow County, Georgia. For more information, visit www.lidl.com