

# MENY NORDHAVN



## THE FOOD MECCA OF THE FUTURE HAS ARRIVED IN COPENHAGEN

*In Nordhavn, one of Copenhagen's most vibrant neighborhoods, MENY has opened a new and modern food mecca that sets the standard for future supermarkets. A wide range of exclusive concepts are being tested to give customers inspiring dining experiences. Electronic shelf labels also help to raise the bar.*

Quality is the characteristic for the new district in Nordhavn, where MENY has opened a new flagship store. The location of the new modern food store has a very special history, as it is opened in a protected building known as the Riffel Syndicate – a former weapon factory. Today, windows, ceilings, pillars and load-bearing walls still stand as when the premises were built to produce machine guns before and during World War II. Because of the protected building, MENY has also been forced to think differently from the very beginning.

## EXPERIENCED MERCHANT AND AMBITIOUS STORE MANAGER IN FRONT

Mikael Lindegaard Kristiansen is the merchant in the new MENY in Nordhavn and has helped to build up the supermarket. He has more than 20 years of experience in the grocery industry from MENY in Lyngby, Salling Group and Coop. The daily operation is the store manager's responsibility and this task belongs to Mike Drøhse Jensen, who is passionate about creating results. A tool that helps him and the approximately 60 other employees in the supermarket are electronic shelf labels, which, in addition to great time savings and reduction of customer complaints, also help to improve the look throughout the supermarket.

- The electronic shelf labels are a must for running a store today. With them, we avoid human errors that ultimately has a negative impact on customers. In addition, we've got a new and inspiring look on the electronic shelf labels in the fruit and vegetable department. The displays are bigger and the writing has a "chalk look" – this is clearly something that helps to raise the bar and customer experience in our supermarket, says Mike Drøhse Jensen, store manager at MENY in Nordhavn.

## THE KEY TO THE FUTURE SUPERMARKET

In the new food market, the key to the future supermarket is based on a philosophy that employees are “meal counselors”, who give customers great food experiences and



inspiration. Therefore, you will also find small exciting concepts around the supermarket – from a milk machine and juice bar to in-store coffee roasting.

- In addition to electronic shelf labels, we have implemented several initiatives that focus on the customer experience. Among other things, you can try our milk machine, which has aroused great interest from the customers. The milk is organic and pasteurized, coming directly from the cows at a local farm. Basically, we make an extra effort for good experiences and delicious groceries. This is our bid for a future supermarket.

The store has no parking spaces, but it was a deliberately choice to open in the new district in Nordhavn before a new metro, parking garage, superbike path, and other exciting city plans are realized. In this way, MENY is part of the game from the beginning, where a lot of building takes place in the local area.

## ABOUT MENY

MENY is Denmark’s new food market and is owned by Dagrofa together with the country’s independent merchants. The chain consists of approximately 120 stores in Denmark and employs just over 5,500 employees.