

MIN KØBMAND BJERREGAARD



SUCCESSFUL LOCAL GROCERY STORE: HERE IS THE RECIPE

Many small local grocery stores have difficulty getting a profitable business, but in the Danish cottage area between Nymind-egab and Hvide Sande, the local Min Købmand store in Bjerregaard has found the recipe to be successful. Now, the grocer is also investing in electronic shelf labels in order for the staff members to save time and prices will instead be updated automatically.

The Hvide Sande cottage area is one of the largest and most popular areas in Jutland. The area has a strong attractiveness among both Danish and foreign (especially German) guests. The large influx of cottage guests creates great value in the local area, with many also visiting the local grocery store and co-owner, Carsten Jespersen's business in Bjerregaard, which is centrally located between Hvide Sande and Nymind-egab. According to the merchant, this is something that contributes positively to the revenue.

- A large part of our revenue is driven by holiday guests in the area. Therefore, we also need to adapt our promotions and activities

to the many visitors, says Carsten Jespersen, grocer and co-owner of Min Købmand in Bjerregaard as well as the two SPAR stores in Hvide Sande.

FASTER ADAPTION

An initiative that supports the possibility of faster adaptation is the implementation of electronic shelf labels.

- With electronic shelf labels, we can respond much faster and update all our prices electronically instead of on paper. It saves us a lot of time in the day-to-day business and frees up resources that we instead can spend on customers, explains Carsten Jespersen.

Together with a circle of owners consisting of four equal owners, Carsten Jespersen is co-owner of the grocery store in Bjerregaard and the two SPAR stores in Hvide Sande. Two of the other co-owners and merchants, Michael Sangill and Thomas Pedersen, have also previously been trainees at Carsten Jespersen and his companion, Erik Bjerg, who is also co-owner of the three stores.

- Back in 2017, we introduced electronic shelf labels in our two SPAR stores in Hvide Sande. Those are bigger stores than our

grocery store in Bjerregaard, but since we have seen the benefits in time savings in the other two stores, it is natural for us that we also get the same operational benefits in all the stores, Carsten Jespersen concludes.

Both Min Købmand and SPAR are part of the grocery group Dagrofa. The majority of the



Dagrofa stores are operated by independent merchants. Nationwide, more than 200 Dagrofa stores (MENY, SPAR, Min Købmand og Letkøb) have installed the Breece solution with electronic shelf labels.

ABOUT MIN KØBMAND BJERREGAARD

Min Købmand in Bjerregaard has a large selection of groceries as well as fresh fruit and vegetables. Freshly baked bread is also delivered every morning from Ejvinds Bakery in Hvide Sande. Min Købmand is one of Dagrofa's local grocery chains with presence, comfort and good service. Here, customers can make both large and small grocery purchases. Nationwide, Min Købmand has 163 stores owned by independent merchants.