

CHERBOURG'S CARREFOUR HYPERMARKET

A major retailer in the *Les Eléis* Shopping Centre

Cherbourg's hypermarket completely renovated

On the northernmost tip of Normandy, Cherbourg's Carrefour first opened to the public in 1977, at the same time as the shopping arcade. Located right in the town centre, it has always been an important hub where local people have come to meet and relax. Functioning as a convenience store and a major 6300 sq.m. hypermarket, it meets the requirements of both its loyal customers and those of tourists come to discover the region and enjoy Normandy's gourmet heritage.

Ever since it first opened, the store has constantly sought to reinvent itself so as to adapt to its customers' ever-changing consumer habits. Once again, it is demonstrating its ability to keep pace with change: in August, it completed a complete overhaul of its sales area, the aim being to improve its customers' retail experience and provide them with a broader range of services. Shopping has become easier... a more efficient, customer-friendly experience.

– **The sales areas have been redesigned** so as to better present the products on sale and maximise customer convenience. Aisles are now wider and more spaced out. The whole store area has been redesigned to make it easier for customers to work their way through it, making shopping more enjoyable.

– **The "market" zone is now bigger**, offering customers a wide variety of fresh produce (bakery, fishmonger, delicatessen products, etc.) in a friendly area. There is a "market" feel to the store, with easy-to-reach stalls, regular events and regional product tastings, etc.



– **Local products** are properly represented, showcased in a special area. **428** local products are available – including Manoir aux Abeilles honey, Isigny Caramels, Saveur d'Auge foie gras, Créances carottes, Ferme du Mesnil chicken, etc.

– Another new feature is the **Eco Shopping area, featuring more than 200 food products at under €1.**

The store also has a new car park which opened on 2 May. 1200 new spaces are now available, with direct access to the arcade entrance.

This renovation is a demonstration of the store's willingness to keep up with the ways in which the shopping centre is changing and shore up its position as a major brand among the other retailers operating in the arcade.

Involved in the local and regional economy

Since the store first opened, the team at Cherbourg's Carrefour has been committed to promoting regional heritage, supporting local business and fostering long-lasting relationships based on trust with other players in Normandy.

The store is well aware of the rich gourmet heritage that the region has, and so has always sought to promote it, highlighting the expertise of local producers and giving their produce pride of place – they serve as a showcase for the regional economy. It is for this reason that the hypermarket has fostered special links over the years with **40 regional companies**. Through these partnerships, Carrefour is able to offer its customers a wide range of **authentic, innovative and high-quality products, each one the result of expertise found in our region**. These include **Graindorge cheese, VIARD cider, biscuits from the Biscuiterie de l'Abbaye, Guepratte jam, "Teurgoule de Janville" speciality rice cakes, Cherbourg salmon, and many others.**



For more than 10 years, Cherbourg's Carrefour hypermarket has been working closely alongside Normandy's Regional Chamber of Agriculture on showcasing local products. One of the key ways it has sought to do this has been through the "Gourmandie" brand. This is the oldest partnership between Carrefour and a region in France. This initiative to put local products on special display is intended to emphasise those that are "made in Normandy" and foster the emergence of a selection of high-quality regional agri-foods for consumers. The store also stocks products in the Carrefour Quality Line as part of its long-lasting commitment to guaranteeing freshness and quality – from the field to the fork. This initiative involves more than 2700 Normandy producers across 7 product sectors: lambs and cattle, oysters, mussels, carrots and leeks, potatoes and Camembert. The idea is to showcase **the values of convenience, origin and fair prices so as to meet customers' expectations.**

The Cherbourg hypermarket – playing a key role in the daily lives of local people

The shopping centre and the Carrefour store are an important place where local people come to meet and relax. For many years now, the Carrefour hypermarket has been helping the charity sector and is often the setting for fund-raising events organised by its own teams of volunteers in conjunction with local charities. Social responsibility is one of the company's key values.

Recently:

- **School supplies collection** for low-income families, in association with **Restos du Cœur**, Saturday 31 August.
- **Satchel collection in association with Le Relais** in July: 300 satchels donated for redistribution among less well-off families.
- The Boucles du Cœur: the store organised a fund-raising event last May for the **Rêve Manche charity**, featuring a basketball tournament: more than €2000 collected by the store's teams.

And for the past 5 years, the store has been a faithful partner of the Food Bank, an organisation which comes every day in order to collect foodstuffs which can no longer be sold, such as fruit and vegetables and bread. Last year, **5.8 t of foodstuffs went to low-income families.**

A dynamic team that is attentive to its customers' needs

For Johann Videira, who was appointed Store Manager for the first time in Cherbourg at the end of 2012, customer service is of the utmost importance. In each of the store's various areas, its 200 employees – who receive training on a regular basis – are available to support and advise customers every day, always making sure that they get the best value for money.

For example, as children get ready to go back to school, the store is selling **200 major-brand essential school supply items at guaranteed lowest prices.** These include Bic pens, Stabilo boss highlighters, UHU glue, Oxford exercise books and Casio calculators. These 200 products should meet all the requirements of schoolchildren – from nursery school through to primary and secondary school.



Store information sheet



. Carrefour Cherbourg

Quai de L'entrepôt
50100 Cherbourg
Tel. +33 (0)2 33 23 38 38
Opening times:
Monday to Saturday: 8:30 AM to 9 PM

. **Store manager:** Johann Videira

. **Sales area:** 6300 sq.m.

. **Number of employees:** 200

. **Number of transactions per month:** 90,000

. Ancillary services

- Health and beauty care products
- Catering services
- Tickets
- Lorry and tourism vehicle hire service
- Kiala parcel pick-up points