

**IN BRIEF**  
Lidl has been named the number one retailer in Northern Ireland – but that's just the beginning, explains Regional Director, Glen Cinnamon.



# RETAILER OF THE YEAR: Lidl Northern Ireland Sets New Standard

**N**ot just number one discount retailer, but the leading overall UTV Business Eye Retailer of the Year – Lidl is setting new standards in Northern Ireland. It is, says Glen Cinnamon, Regional Director of Nutt's Corner, 'an achievement that belongs to every single staff member in Northern Ireland. Every employee has brought us to where we are today, we have achieved together, we have set new standards together, we have supported each other with our abilities and our desire to succeed and we have equally supported our customers – it is through working together that we will continue to prosper and advance.' Pointing out that Lidl Northern Ireland is 'winning new customers each day,' Glen states that 2013 has been 'a remarkable year for all of us in Lidl Northern Ireland'. With a new Executive team in place since 2011, Glen explains, 'we've all been working hard to really grasp the potential that exists for Lidl in Northern Ireland. Winning the Retailer of the Year Award is a wonderful accomplishment, but we see this as only the beginning. We've lots

**Winning team:** (front l-r) Judith McKeown, Sales Secretary, Emma Armstrong, Regional Administration Manager, Glen Cinnamon, Regional Director, Michael Sweeney, Selections Manager (back l-r) Paul McKee, Goods In Manager, Colin Higgins, Training and Development Manager, Eoin Byrne, Regional Administration Executive, Paul Gibson, Sales Operations Executive, Jonathan Strain, Transport Manager, David Condon, Regional Supply Chain Management Executive, Julie Taggart, Human Resources Co-ordinator, Dermot McGirr, Regional Logistics Executive and Lucia Christy, Sales Project Manager

of activities yet to come, we've plenty of potential within us yet.'

### ACTIVE YEAR

At the beginning of 2013 Lidl embarked upon a 'major investment' programme, which has included the updating of stores across Northern Ireland, six stores have been modernised, including facade facelifts with external landscaping, an internal revamping, from tiled floors to ceiling, improved access to natural lighting, as well as new staff facilities and a tweaking of floor layout for an easier customer shopping experience. Stores in Coleraine, Newcastle and Lisnaskea have also been expanded to include the addition of purpose-built bakeries. Glen explains, 'all works have been completed to enhance the shopping experience for our customers and provide the best possible workplace for our employees.' Simultaneously, Lidl has been investing in advertising, the recent launch of the Choose Lidl Northern Ireland, which

replaced the former Proud To Serve You Campaign, represented the largest single advertising investment by Lidl in Northern Ireland since entering the market in 1999. Pointing out that 2013 has been a year of 'unprecedented investment in our people', Glen explains that Northern Ireland has been leading by example. 'A personnel investment project designed and developed in Northern Ireland, SM2012, has become an all-Ireland initiative and has even been rolled out throughout Europe as a direct consequence of the success enjoyed in Northern Ireland.' The project was designed to streamline operations and make the Store Manager's role more efficient while providing more scope to train and develop each store's team. Already this has led to a number of promotions, says Glen, pointing out that 'we've just promoted two Store Managers to Sales Operations Managers (SOM), and we are looking forward to similar promotions in the coming months.'

### LOCAL FOCUS

Lidl's relationship with local suppliers was certainly a factor in winning this award, explains Glen, likewise Lidl's 'long-term ambition for Northern Ireland and our capacity to further develop our local supplier network in the coming years.' 'We have major long-term ambition for Lidl in Northern Ireland,' explains Glen, 'we have capacity to further develop our local supplier network and our Choose Lidl Northern Ireland campaign is really driving home the message that we are proud to source products locally and that our relationship with local producers is mutually beneficial.' Lidl Northern Ireland's presence within the local community continues to grow. In 2013 the RDC brought the Lidl Roadshow to 14 schools across Northern Ireland, including Glenveagh Special School. The road show consisted of a purpose designed inflatable 'Lidl Dome', complete with a demonstration kitchen. Schoolchildren enjoyed a healthy lunch, freshly prepared for them, engaged in activities designed to promote a healthy lifestyle, brought home a goody bag and had the opportunity to meet a local celebrity from UTV at each event. Separately, the primary school Fit Factor initiative, in conjunction with Cancer Focus NI, results in an annual investment of £20,000 in young people in Northern Ireland and encourages a balanced diet along with exercise. 'We were the associate sponsor of the Ulster Grand Prix, hosted only a few miles



**NI Executive team:** (l-r) Eoin Byrne, Regional Administration Executive, Paul Gibson, Sales Operations Executive, Glen Cinnamon, Regional Director, David Condon, Regional Supply Chain Management Executive, Dermot McGirr, Regional Logistics Executive

*Every employee has brought us to where we are today, we have achieved together, we have set new standards together*

from our distribution centre in Dundrod,' points out Glen. 'A highlight of that event was raising further money for our charity partner, Cancer Focus Northern Ireland, from raffling a motorbike.' Teams from Lidl Northern Ireland also ran the Belfast Marathon raising money, along with donating bananas for the Belfast half marathon. 'We are committed to supporting local initiatives, whether that be the Co Antrim Milk Cup team or the Ballyrobert Village committee.' Looking to the future, Glen points out that, 'our ethos will continue to be support local, to reward and advance our staff and build a successful future for Lidl in Northern Ireland.' ●

The awards keep coming: Lidl was recently applauded for its partnership with Barretstown, winning the Best Charity Initiative Award at the Checkout Ireland 'FMCG Awards'.

*Pictured (l-r): Stephen Wynne-Jones, editor of Checkout Ireland, presenting the award to Aoife Clarke and Caitriona McCarr, Lidl Communications Department.*

