



Computer-generated image of the proposed Aldi food store

Aldi's proposal for land off Abbey View Road, Pinvin, Pershore

FIND OUT MORE AT OUR PUBLIC EXHIBITION ON THURSDAY 4TH MAY 2017

Aldi, the award-winning discount food retailer, is preparing a proposal to develop land off Abbey View Road, Pinvin, Pershore, with a new, high-quality food store.

An Aldi food store near Pinvin and Pershore would provide a new store in a convenient and accessible location, bringing high-quality produce at discounted prices to the whole community. The proposal would introduce a brand-new store, and provide greater choice for local residents.

On average, Aldi customers save between 30% and 40% on their shopping without compromising on quality, with everyday items available at low prices. A store at this location would help to keep spending local to Pinvin and Pershore, and allow residents to carry out their food shopping without travelling out of the area.

ALDI, GROCER OF THE YEAR 2016

Aldi is one of the world's largest privately-owned companies with more than 7,000 stores across Europe, North America and Australia. Aldi opened its first stores in the UK in 1990 and now has over 700 stores nationwide.

Aldi focuses on quality rather than quantity, stocking a range of groceries which includes many of the weekly food items shoppers need. This allows Aldi to get the lowest prices from suppliers and then pass on the savings to customers.

This commitment to quality has led to Aldi being awarded a host of industry and customer accolades, including in June 2016, when Aldi was named Grocer of the Year at the Grocer Awards. Aldi has also won the Which? Supermarket of the Year award four times: 2009, 2012, 2013 and 2015.

ABOUT THE PROPOSAL

- A new, modestly-sized Aldi food store with a net sales area of 1,254m²
- Spaces for 129 cars, including six disabled and six parent-and-child spaces
- Free customer car parking for up to 90 minutes
- Approximately 40 full and part-time permanent local jobs
- Additional employment opportunities during construction and via the supply chain
- Attractive landscaping incorporated around the site to enhance its appearance
- A high-quality design which offers a contemporary shopping experience
- A new store in an excellent location that would reduce the need for customers to travel further afield

COME ALONG TO VIEW THE PLANS AT ALDI'S PUBLIC EXHIBITION

Aldi would like to invite the local community to its public exhibition to find out more about the proposal. The exhibition is being held:

On: Thursday 4th May 2017

Between: 3pm and 7pm

At: Pershore Library, Church Street, Pershore, WR10 1DT

Members of the team will be on hand to answer any questions you may have. Alternatively, you can call our Freephone information number on **0800 298 7040** for more information, visit www.aldiconsultation.co.uk/pershore to view the proposal, or email a member of the team on feedback@consultation-online.co.uk



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PROVIDING IMPROVED LOCAL CHOICE FOR HIGH-QUALITY FOOD

Aldi believes there is a real need for a new discount food retailer for Pinvin and Pershore, to improve consumer choice and competition locally, and to better serve local residents.

Aldi currently has a store in Evesham which is very popular and performing well. Aldi believes the introduction of a new store at this location would provide residents of Pinvin and Pershore with more convenient access to an Aldi supermarket, and provide a better shopping experience for shoppers.

NEXT STEPS

Please take a moment to complete the post-paid feedback card and let Aldi know what you think about its proposal for a new store for Pinvin and Pershore. As mentioned, we are also holding a public exhibition so you can find out more about the proposal:

On: Thursday 4th May 2017

Between: 3pm and 7pm

**At: Pershore Library,
Church Street,
Pershore,
WR10 1DT**

If you would like more information or have any questions, please contact Aldi's Freephone information line on **0800 298 7040**, visit www.aldiconsultation.co.uk/pershore, or email a member of the team on feedback@consultation-online.co.uk

A CONTEMPORARY DESIGN

Aldi plans to introduce a contemporary food store, designed to complement its setting within the new development.

The new food store would provide a modern shopping environment, offering a quality design featuring clean lines on main elevations and a glazed frontage to give a crisp, clean look to the building.

LANDSCAPING

Aldi takes great pride in the quality and design of its stores, with landscaping a key part of creating an attractive and welcoming environment.

Landscaping across the site would aim to enhance the appearance of the site with a mix of tree and shrub planting, whilst providing an attractive setting for the store in this prominent location.

LOCAL JOBS

The new Aldi food store would create around 40 job opportunities, including managerial positions. Aldi aims to provide flexible jobs for local people, and more employment opportunities would also be available through the construction of the development.

Aldi employees receive wages above the industry average, proven opportunities for career progression, high levels of training, and a guaranteed minimum of 20 hours' work per week.

It is Aldi's aim to recruit staff locally for its new stores and, as a result, most staff live close to the store where they work. More information on career opportunities with Aldi can be found at www.aldirecruitment.co.uk.



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AN AWARD WINNING RETAILER

In June 2015 Aldi won the Which? Best Supermarket award. This is the fourth time Aldi has won the award since 2009.