

HAMPTON VA

NEWS RELEASE

For immediate release
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Lidl plans Hampton grand opening Thursday

June 11, 2017 - Lidl, the Germany-based grocery company that is making a major expansion into the U.S., will have a grand opening for its Hampton store - the first to open in Virginia - at 7:40 a.m. Thursday, June 15, at 2000 West Mercury Boulevard. The Lidl (pronounced Leed-l) store in Virginia Beach will also have a grand opening Thursday.

“We are thrilled to open two of our first American Lidl stores here in Virginia,” Brendan Proctor, president and CEO of Lidl U.S., said in a news release. Each store will have a four-day grand opening celebration, and the first 100 customers to arrive at the stores when they open Thursday will get a wooden coin for a chance to win up to \$100 in gift cards.

“Lidl is a very successful European retailer” Said Leonard Sledge, director of Hampton’s Economic Development office. “Having them choose Hampton as one of the cities to start the company’s U.S. expansion highlights our strategic location in the region and provides a welcome boost to our growing economy,” Sledge said. He also noted that the company has opened a regional training center in Hampton.

Lidl began as a wholesale grocery in the 1930s, and the first modern Lidl store opened in 1973. Today, the company has more than 10,000 stores worldwide.

The Hampton and Virginia Beach stores are among nine that Lidl plans to open Thursday, and two of nine stores the company plans to open across this summer across Virginia. The new Hampton store is located at 2000 West Mercury Blvd.

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