



Migros Märtplatz, Basel:

# “Migros Daily” – the new convenience concept

In November 2016, the probably most unusual branch of the Migros cooperative Basel was re-opened – with a double surprise for the customers: completely refurbished in a retro look, the store offers a novel selection of convenience food. The appetising presentation of warm dishes was realised by Beer Grill AG from Villmergen, who without further ado created a never before seen showcase in doping so...

*Text: Maja Hartmann, Photos: Rolf Neeser*

When the first Migros Markt (MM) in Switzerland was opened in the street named Eisengasse in 1952, it was somewhat of a sensation: a grocery supermarket that also carried household goods and textiles was a novelty. Quite a lot has changed since then. The building was modernised and the store reorganised in 1982, but since then there was hardly anything to report about the Migros branch in downtown Basel. So, in 2016 it was high time for a thorough refurbishing. The store at a prime location was completely renovated and adapted to the requirements of today's customers. The building equipment needed updating, and in the shop, customer guidance had to newly conceived:



In November 2016, Migros Marktplatz was re-opened in a totally new look. The interior designers played the “nostalgia” card. Their design quotes the aesthetics of the 1950s store and plays with contrast between modernity and tradition. The walls were partly covered with an orange-based wallpaper specially designed for Migros. Black panels with dark wooden frames were chosen for the signage, the walls decorated with original photos from the 1950s. Even the shelves were painted black to optimise the style.

## Food-Staging



Sales-enhancing customer guidance at Migros Märtplatz in Basel: the section with instant consumption and convenience items is located right next to the store's entrance and exit. The "Migros Daily" selection is positioned in the centre in the "Culinaro Master Duplex" showcases from Beer Grill AG, so that the customers can get their favourite convenience products in minutes and then quickly proceed to the checkout.



### Shopbuilders with a flair for custom solutions

The fact the shop is not just standard Migros not only pleases the customers, but also Erich Rickenbacher, manager of Hans Rickenbacher AG from Läfelfingen, who were contracted with realising the new interior. Rickenbacher: «The job was a real challenge, and accordingly exciting. It's always tough to install state of the art equipment and furniture in a building from the last century. Here in Eisengasse, we had the problem that the floor has quite a slope.» All the furniture had to be adapted to the circumstances in one way or another. The tight spaces were also a challenge for the shopbuilders. «So we decided to make the shelves less deep than usual, so that the customers have more room to circulate. Nonetheless, the variety of the selection can be optimally presented», Erich Rickenbacher told GOURMET.

### Diverse clientele, large selection

What's the customer profile of the branch at Basel's market place? «The location is demanding», Thomas Jeger, sales manager gastronomy of the Migros cooperative Basel says, «because we serve a very diverse clientele. On one side, there are the residents who live here in the centre of town and need a store for their daily shopping. On the other hand, we are surrounded by offices and manufacturing firms, so we have a lot of customers who need a quick snack or want to buy a few groceries on their way home.» Tourists, students and schoolchildren also often drop in to get a quick snack and then hurry on. So, customer guidance and assortment were aligned to the mixed clientele.

# Food-Staging

The two-storeyed “Culinario Master Duplex” sales, presentation and warming showcases from Beer Grill AG optimally stage the convenience and “Daily” selection of Migros cooperative Basel. In the morning, savoury bread and bakery products are presented and kept warm in the attractive counters.



## New concept: “Migros Daily”

With their new Märtplatz store, Migros cooperative Basel implement a supermarket concept called “Migros Daily” that is being launched in all of Switzerland. «It consists of a new selection of ultra-fresh items that meets the demands of today’s customers for convenience products», Thomas Jeger explains. The results to date confirm the success of the new concept. «We are very happy with the changeover of the selection. Our store has recorded a 20 percent increase in customer frequency since the re-opening – this is clearly due to the convenience sector», the gastronomy sales manager adds. Especially our warm lunch menus that people can take away in the ecological Migros-Daily line cardboard boxes win over the customers», Jeger explains. «We expect that the turnover of fresh salads, sandwiches and Mueslis will increase in the warm season.»

## Switch of personnel

To implement the new concept, changes in personnel were made at the Märtplatz branch. You need experience to handle warm dishes and the presentation of the fresh-convenience selection. «We were lucky to find Haluk Gür as manager for the branch, who had previously headed a Migros takeaway. He has great affinity to the products and years of experience in handling the technical infrastructure», Thomas Jeger explains. In addition, three employees were trained for the new tasks required for the transition to “Migros Daily”.

# Food-Staging



At lunchtime, the “Migros Daily” menu selection is placed in the centre, and branch manager Haluk himself takes care that the “Daily” dishes are always presented at their fresh and appetising best to promote demand.



## Small kitchen, short distances

From power breakfast with fresh coffee to a variety of salads, sandwiches and sushi to warm pasta dishes, pizzas and pastry, the new Migros Märtplatz offers a wide range of fast food. In the small new gastro kitchen right next to the cold and warm counters, sandwiches are freshly made, and the warm dishes and bakery products are freshly baked or regenerated as needed. «The space is very tight», branch manager Haluk Gür told GOURMET, «but we make optimum use of it. The kitchen is only one step away from the counters, so that filling them quickly and safely is no problem.»

## All the showcases are custom made

Especially the showcases needed to present the new product range at its best first made the shopbuilders worry a bit. The narrow space directly behind the shop's entrance wasn't easy to furnish. Things had to be organised in a way that the dishes are easy to reach, nicely presented and nonetheless kept cool or warm. Erich Rickenbacher recalls: «It was obvious that we couldn't work with standard showcases. That's why we consulted the experts from Beer Grill AG. We knew they could build a warm showcase that exactly matches our ideas.» He called Willy Iten, key account project manager at Beer Grill AG, and the experts in Villmergen started designing the sales showcase to fit the space available. Starting from Beer's proven “Culinario Master” model, they constructed a warm showcase tailor-made to suit the Märtplatz store concept.



Optimum food presentation thanks to the proven control technology Beer Grill AG: with the separately switchable warm and/or neutral lighting and the independent setting of the upper and lower heating, the “Culinario Master Duplex” sales and presentation showcases from Beer Grill AG provide all conceivable options for an attractive and sales-enhancing presentation of the warm dishes.



Successful supply partnership: Thomas Jeger, gastronomy sales manager of Migros cooperative Basel, with general manager Erich Rickenbacher of Hans Rickenbacher AG (left) and Willy Iten, key account project manager of Beer Grill AG.

## “Culinario Master Duplex” on duty

«This is a ‘Culinario Master Duplex’, you won’t see anywhere else», Willy Iten told GOURMET. «We put together eight two-storey warming units to make optimum use of the space available. As we normally join no more than five units in a row, our engineers had a challenge to meet – but that’s the charm of such projects! We see them as a chance to break new ground. So much is technically feasible, you just have to give it a dare», Beer Grill key account project manager Willy Iten says.

## Reliable Beer control

With Beer’s reliable control of the “Culinario Master” showcase, the warm dishes at Migros Märtplatz can be optimally staged on two levels – always fresh and appetising – because the temperature of each unit is easy to set by the touchscreen panel. And with the separately switchable lower and upper heating and the option to select warm and/or neutral lighting, the warm showcase gives all possible options to optimally present the food while keeping taste and appearance of the dishes at their best.