

# Lidl on Easter Road is now open

After months of speculation Lidl UK has opened its doors on Easter Road this morning.

Tony Singh the celebrity chef, cut the ribbon before locals got inside to have a look.

Have you been yet? What do you think?



Celebrity Chef Tony Singh opened the new LIDL store Photo CPG Photography

This branch is Scotland's first 'metropolitan' store, uniquely designed with shopping on the first floor and a large car park on the ground floor. The shop has a 1286 m<sup>2</sup> sales area and has an in-store bakery. The company says it will create up to 40 new jobs for the local community.

There will be exclusive deals and offers on selected products

for the first week of opening, including Lupilu baby food ranges, maternity wear and toys for toddlers.

As part of the opening day celebrations, customers will also be the first to view two newly commissioned large scale illustrations by local Edinburgh artists Old Man Grey and [The Edinburgh Sketcher](#).



Graeme Clark 'Old Man Grey' Photo CPG Photography

Leith based Graeme Clark, who illustrates under the pseudonym Old Man Grey to a social following circa 30,000, and the Edinburgh Sketcher, who has delighted audiences across the capital with his impressive city sketches online (and whose work features each month in The Edinburgh Reporter newspaper), were both challenged to create bespoke and unique artists impressions of Lidl's place within Easter Road.

Lidl UK's Regional Head of Property, Gordon Rafferty, commented: "We are very excited to bring a Lidl store to Edinburgh's city centre, and would like to thank all those who

have played a part. It is great for us to be able to create more jobs and investment opportunities in the area, and we can't wait to start serving our multi-award winning products to the local community."

Lidl has experienced continued growth in Scotland over the years as consumers flock to the supermarket to discover its great value products – currently sourced from over 60 Scottish suppliers and ranging from quality fruit and vegetables, to dairy and bakery lines. Lidl's success shows no signs of slowing, as the latest Kantar Worldpanel results outlined market share of 5.5% in the UK.



The new Easter Road store Photo CPG Photography



Tony Singh did some shopping! CPG Photography



There will be opening offers at the Easter Road store. Photo CPG Photography