

## Plans for German supermarket Lidl advance in Vineland

Daniel J. Kov , November 16, 2016



A German supermarket chain's growth into Cumberland County remains on track with several advancements at its three planned locations in Vineland, Millville and Upper Deerfield.

Lidl (pronounced "leedle") has started clearing land in Vineland, and is preparing to do so in Millville and Upper Deerfield soon.

"This has been a hot topic," Vineland Zoning and Planning Board Secretary Yasmin Ricketts said. "Everyone wants to know what's going next to ShopRite."

The answer is Lidl, a supermarket chain that operates about 10,000 stores in 26 countries and is preparing for entry into the United States via its eastern seaboard, according to a news release.

Lidl intends to have most of its U.S. stores — from New Jersey to Georgia — open by 2018, according to its website.

A discount chain known for asking its customers to bag their own groceries and reuse those bags, Lidl is close to getting its construction permits from the Vineland Department of Licenses and Inspections, Ricketts said.

“They’re working on conditions of approval before being released for construction,” she said. “They can’t start building but they’re starting to clear trees.”

The location Lidl is clearing sits next to Shoprite on West Landis Avenue across from Walmart.

City Council Vice President Paul Spinelli responded to chatter that Lidl will struggle in a Vineland location so close to those established competitors. “I cannot predict the future, but a new business means new jobs and hopefully they are successful.”

The store received site plan approval earlier this year from the Vineland Planning Board. According to the resolution, Lidl is planning a 36,170-square-foot facility on 19 acres with a 181-spot parking lot.

“We feel Lidl will be a great option for customers in the area,” company spokesman William Harwood previously told The Daily Journal. “We are building on the foundation that has made Lidl successful in Europe, while creating a unique shopping experience for our customers here in the U.S. that will be unlike anything in the market. We will deliver the highest quality products at the lowest possible prices.”

Testimony given to the planning board at the time showed Lidl planning to have 30 to 35