

Mobility Plaza®

Lekkerland, Valora launch REWE To Go franchise pilot

The initiative involves the operation of a new store located at the ZOB Lübeck transportation hub.



Valora has opened a new REWE To Go store in Lübeck, located at the central bus station (ZOB) in the Hanseatic city, part of its Lekkerland partnership as a franchisee.

Both companies have been working together for many years on around 850 sales outlets, most of which Valora operates at high-frequency locations such as railroad stations, bus stations and airports. The new site covers an area of around 80 m2, with four self-checkout tills to support a fast shopping experience.

"High-frequency locations at train and public transport stations offer exciting growth opportunities for on-the-go consumption, also against the backdrop of the mobility transition. We are delighted to be pooling our expertise in this area in Lübeck as part of a franchise pilot with the comprehensive know-how of our business partner Valora," says Michael Mayer-Sonnenburg. Director of Franchise &

Convenience Stores at Lekkerland.

The Travel Retail segment is one of the areas that has benefited most from the growth in on-the-go consumption in recent years. The company expects that the positive trend will continue, with sales poised to increase by 7% in 2024.

The REWE To Go format plays an important role in Lekkerland's strategy for the mobility revolution. The concept is already present at around 900 Aral service stations, with another 22 locations operated by the company and franchisees.