

**World class Retailers and new research & insights in Retail Innovations  
brought by Ebeltoft Group at the World Retail Congress 2011**

Berlin, September 2011

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During the recent WRC 2011, the Ebeltoft Group hosted the leading session "**Retail Innovations, still alive and kicking**" that presented the emerging Retail Innovation trends as outlined in Ebeltoft Group's international and annual research.

Presented by Fabrizio Valente, CEO Kiki Lab (Ebeltoft Italy), the session presented an overview of the trends and explained that the focus on "**Story-telling**", is an emerging approach that can help retailers to build success through connecting with their shoppers via in-store story-telling of e.g. the retailer's vision, mission or products. As example the Spanish retailer Happy Pills was presented; a new concept of candy store that looks as a pharmacy and targets adults.

The session concluded with presentations by two retailers that are strongly involved in innovation; **Adidas** with its digital Wall and **Eataly**, winner of the WRC Award 2011 in the Retail Innovation category, with its New York concept.

In a subsequent session Cédric Ducrocq, CEO Dia-Mart (Ebeltoft France) co-presented with the CCO Carrefour Group, José Carlos González-Hurtado, the Carrefour's vision of the future and the new concept of **Carrefour Planet**, that is re-inventing the hypermarket format. A project with which the company takes the lead in the sector with a new and successful strategy and concept.

Ebeltoft Group has partnered with the WRC from the very beginning in 2007, and this year for the second time formed the **Expert Jury for the Retail Innovation Award** with Fabrizio Valente as Chairman.

Since 2004 the Ebeltoft Group publishes its annual Retail Innovations research carried out worldwide to identify the latest global trends and best cases. Please contact us to receive a copy of the 2011 **Retail Innovations 7** (forthcoming in November 2011).

Company X(you) is a member of Ebeltoft Group, an alliance of 20 retail advisory firms that partners with retailers and suppliers to the retail sector. By blending global retail expertise and best practices with deep local industry insight we develop tailor made solutions to obtain the best possible results for our clients.

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For more information contact us: Mail: [ebeltoft@ebeltoftgroup.com](mailto:ebeltoft@ebeltoftgroup.com), phone: +34.93.452.73.39  
Or visit: [www.ebeltoftgroup.com](http://www.ebeltoftgroup.com)