

WO KANN MAN SPEISEN UND GETRÄNKE KAUFEN?
 (Where can you buy food and beverages?)

Places to buy food will differ as to city (Stadt), town (Ort), or village (Dorf)

to eat: essen, speisen / to drink: trinken / to buy: kaufen

shopping area or center: das Einkaufszentrum, die Einkaufszentrum
 store: das Geschäft, die Geschäfte
 shop: der Laden, die Läden
 shop, business dealer or handler: die Handlung, die Handlungen

1. market place: der Marktplatz, die Marktplätze
2. supermarket: der Supermarkt, die Supermärkte
 - German supermarkets sell alcoholic beverages (Bier, Wein, Schnapps, Weinbrand)
 - Konsum, Edeka, Spar, Lidl, VIVO, Aldi, and Rewe are examples of Supermärkte.
3. superstore, which combines a supermarket and a department store: der Hypermarkt, die Hypermärkte
 der Großmarkt, die Großmärkte
 - German hypermarkets sell alcoholic beverages (Bier, Wein, Schnapps, und Weinbrand)
 - This gives the customers an expansive retail facility, which carries a wide range of products under one roof.
 - This includes full grocery lines and general merchandise.
 - In theory, hypermarkets allow customers to satisfy all their routine shopping needs in one trip.
 - Here are examples of German hypermarkets: Real, Famila, Kaufland, HIT, Markland, Plaza, E-Center, Globus, Toom
 - In Germany, the biggest hypermarket brands are Real (METRO AG) Kaufland (which belongs to Lidl), and Marktkauf (which is a brand of AVA, which in turn belongs to EDEKA).
 - However, for various reasons, such as strong competition by more focused discounters, such as Aldi and Lidl, as well as legal restrictions on store size, pricing policy, and opening times, the hypermarket concept is not as widespread in Germany as in other countries.
 - failed German hypermarkets:
 - (1) Extra Future Store---first store opened in 2003 in Rheinberg and was taken over by Real in 2008, which converted it to the new “Real Future Store” hypermarkets.
 - (2) Interspar---all stores were taken over by Walmart in 1998.
 - (3) Walmart---moved to Germany in 1998 by taking over Interspar stores, but failed to use its American approach in Germany, and in 2006 the remaining 85 hypermarkets were changed to Real hypermarkets.