Aldi Store Prototype (Nord + Sued)

April 2026

Retail CITIES FLASH REPORT

For 14 years, Landini Associates has helped transform Aldi from stale to fresh by developing iconic, eye-catching store layouts, fixtures, and fresh/funny instore elements

Highlights include a launch in China, Project Fresh Germany, launch of Italy, the Corner Shop concept in Australia, and redesign of Winn Dixie/Harvey's in Florida

Landini announced they are now finished…but what comes **NEXT?**

Let's explore…

Photo: A Landini concept for quick meals in the state of Florida, USA

The Aldi Fresh 14-year Transformation: Primarily Outside the Eurozone

Landini's fingerprints are all over Aldi Sued in non-Eurozone countries

China

Aldi Private Label German Sausages Served in Shanghai

Australia

Food-to-Go backed by Zero Waste and Locally Sourced programs at Aldi Corner Store

USA

Instore media at Aldi's New Concept in Florida

Retail CITIES

Photos: Landini and social media

Germany

Aldi historically operates as two-separate companies in Germany.

Aldi North (Nord) includes the coastal regions, industrial cities, and the former-East Germany.

Aldi South (Sued/Süd) includes the car belt and Bavaria.

In the last five years the two groups have unified their private label programs, digital services, and have established a legal structure that will allow them to fully merge.

Rumors that a merger is underway have been repeated by multiple newspapers and trade journal sources.

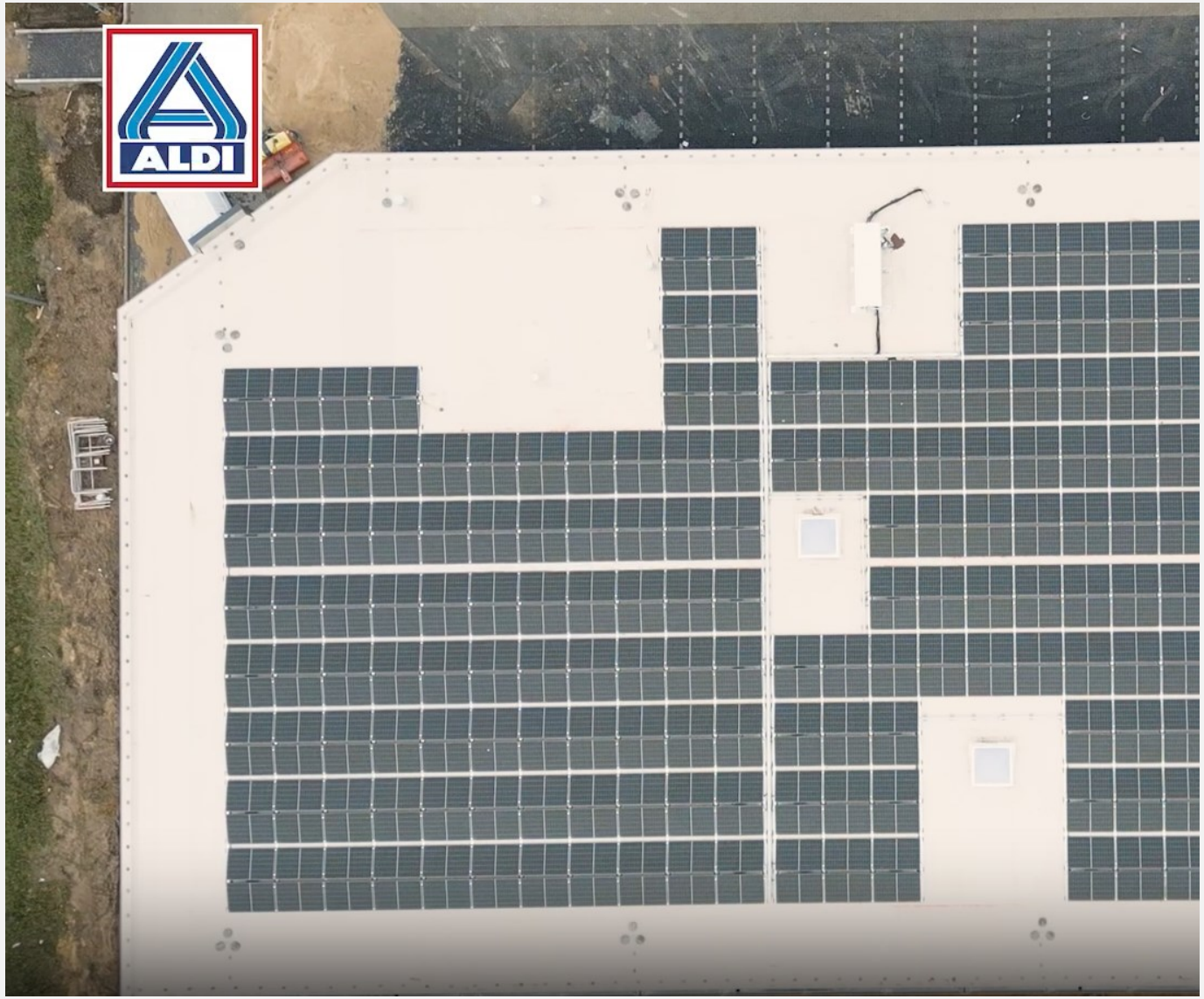
Photos:Aldi Nord press release & Youtube channel

Wolfsburg, Germany

At the end of 2025, right after Aldi North & Aldi South shutdown their online nonfood website, two stories emerged.

Merger. An inside source indicated Aldi North and South would merge.

Wolfsburg. Aldi North revealed a new store in Wolfsburg with solar paneled energy and other low cost, positive for the environment elements. They said the prototype would be the new store prototype for both Aldi North and Aldi South in the coming years.

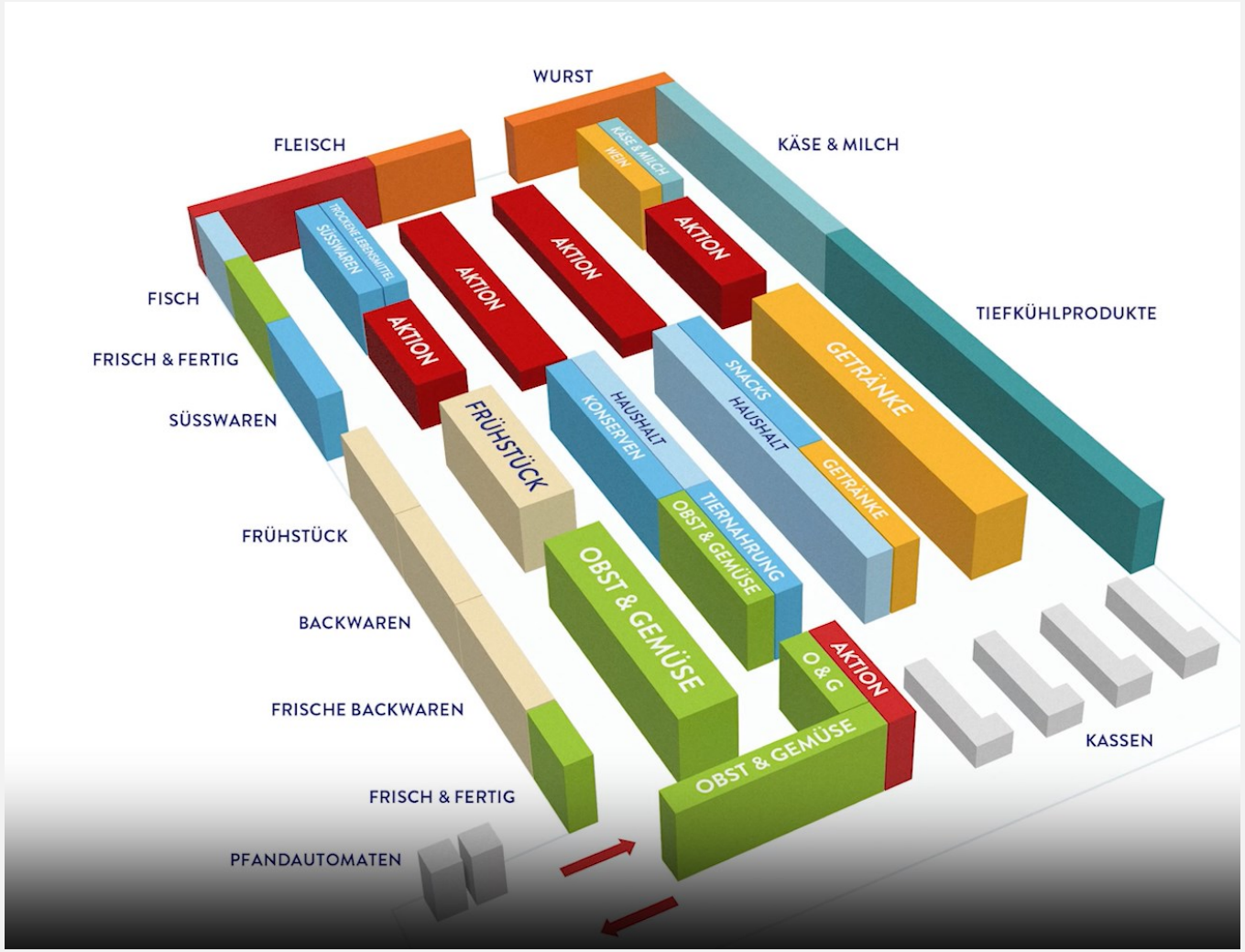


Photos: Aldi Nord press release & Youtube channel

Wolfsburg: Implications

The Wolfsburg design allocated a smaller amount of floor space to the weekly non-food treasure hunt and moved it primarily to the back of store.

Combined with the sell-off of iconic non-food private label companies such as Medion (Computing), and the closure of the nonfood online transactional website, it appears Aldi North and Aldi South have made a strategic decision to prioritize a limited number of food categories for future growth.



Photos:Aldi Nord press release & Youtube channel

Alzey, Germany

Shortly after the Wolfsburg store made headlines, Aldi South opened a store in the Southwestern city of Alzey. Alzey is a regional city in between Frankfurt and the French/Luxembourg border region.

The Alzey store is 100% made out of Cross-Laminated Timber which is more environmentally friendly and more energy efficient than other materials – but also faster/easier to redesign and reassemble.

Company announcements have indicate that the timber construction allows for rapid and low cost store refurbishments.

Aldi South and Aldi North both have over 2,000 stores, each, in Germany, meaning over the next decade refurbishments will be needed on circa 4,000 stores.

BEFORE

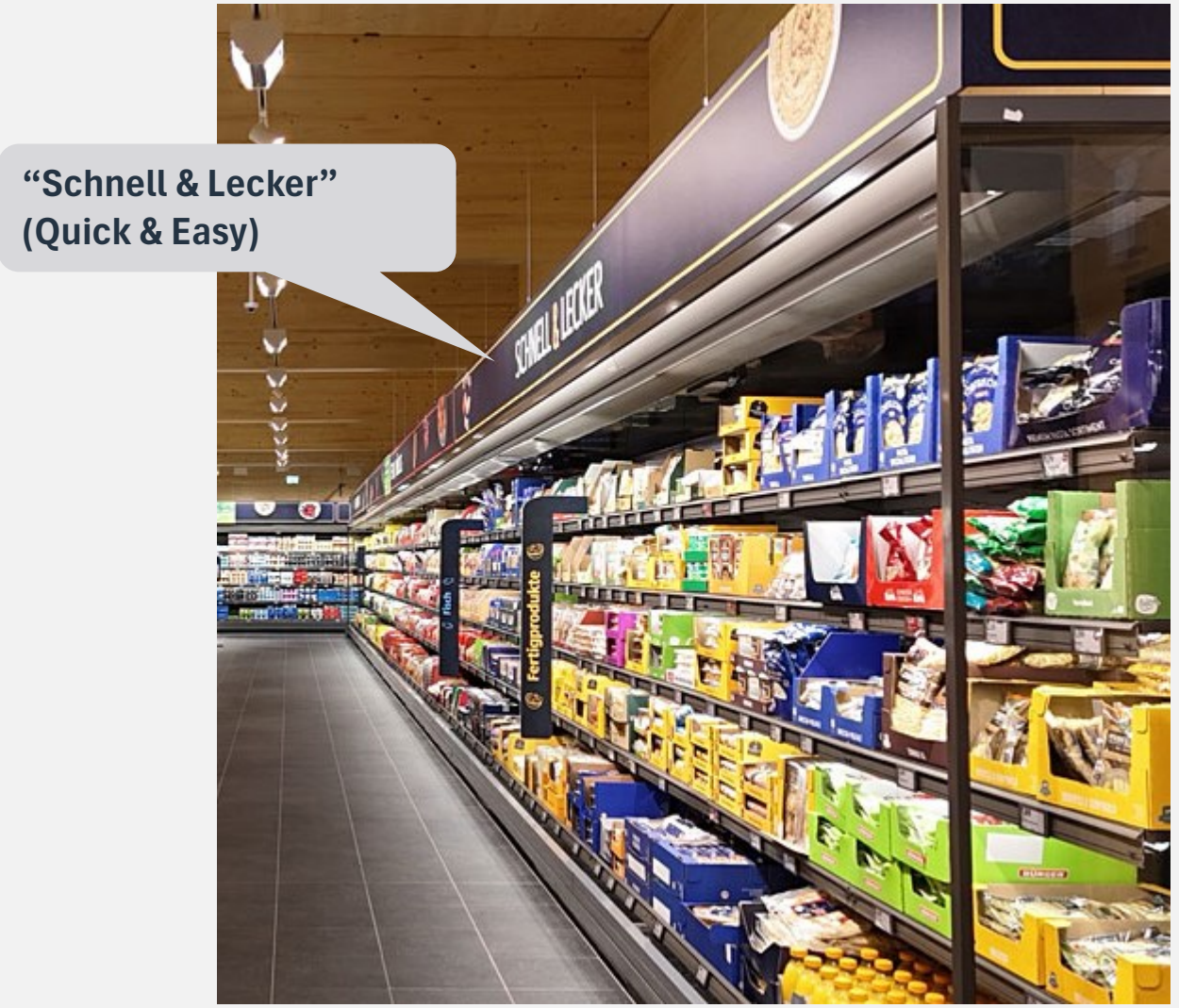
AFTER

Photos:Aldi South press release & Allgemeine Zeitung

Alzey: Implications

- A closer look at Alzey beyond all of the hype related to sustainability reveals that a very large section of the store is designed around fast shopping and convenient home cooking solutions

- The ability to rapidly redesign out-dated stores at low cost, with environmental tax breaks, means that Aldi can potentially refurbish more stores, faster & cheaper, than we have seen in past remodel campaigns



Source: Discount Retail Consulting (DRC) https://www.discountretailconsulting.com/post/germany-aldi-pioneering-market-in-timber-construction-sets-new-standards

Aldi's Future Prototype: Summary

Aldi has taken some big bets inside Germany, in Europe, and outside Europe.

For the past 14 years, Landini Associates has been the design team behind some of the bold and innovating new designs seen outside of Germany and Europe – in places like the UK, Australia, the USA, and China.

This ended in April 2026 and a new chapter begins.

We can speculate but one thing is clear: Aldi is preparing to renovate nearly all of their stores in Germany using a more modern prototype that will see Aldi North and Aldi South become more similar than different over time.

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