

Lidl Canarias

News in Brief

The huge warehouse in Güimar will service the 12 Lidl stores in the Canaries

Lidl Spain director general Michael Aranda



### Controllers Small airports to lose ATCs

● Two airports in the Canaries are certain to lose their air traffic controllers as part of a major shake-up caused by the current controversy over ATC working conditions.

The Spanish government has gone on the offensive against the controllers, who brought airports throughout the country and particularly here to a standstill a few weeks ago with their work to rule, and now says it will review the entire system of air traffic cover to reduce costs.

The minister responsible, José Blanco, said it was ridiculous that more than a hundred controllers are earning annual salaries of up to €600,000 and some even more due to overtime. Blanco believes that airport charges in Spain, which are among the highest in Europe, could be cut by half through a more rational use of ATCs.

Airports with less than fifty operations per day, including La Gomera and El Hierro, will be allocated less-qualified staff, who will coordinate flight control with airline pilots. The controllers' union says the measure will put safety at risk.

SUPERMARKET OPENINGS

# A Lidl goes a long way

Thousands of shoppers all over the Canaries have been waiting for the big day when Lidl finally opens its many doors to retailers in the archipelago.

To bring that day a bit closer, the huge international supermarket chain recently inaugurated its new logistic centre in Güimar in Tenerife, a huge warehouse which will service the first 12 Lidl stores opening soon in Tenerife, Gran Canaria, Fuerteventura and Lanzarote. More than 100 people will work at the centre, which has 27,000 square metres, 23 loading bays, and five distinct temperature zones for different products. The shops will generate, the company believe, up to 2,000 jobs, 600 of them directly.

Speaking at the inauguration of the centre, Michael Aranda, the director general of Lidl Spain, referred to the years' long battle to be granted the proper licencing to open their stores here in the islands, but, he said, "after innumerable meetings with the regional government, Cabildos and town councils... and a long and hard road, Lidl is in the Canaries at last".

Regional director Javier Suárez said that last year the company had spent two million euros buying from

Canarian producers, saying that the Lidl chain was an excellent opportunity for local producers to sell their produce internationally. He added that the company had also opted for residents and those on the dole in their employment selection process.

The official opening was also presided over by Cabildo president Ricardo Melchior, and Granadilla mayor Rafael José Yanes Mesa. The former, who is always disarmingly frank, welcomed the opening, and stated his hope that "prices will drop and more jobs will be created than destroyed", by the arrival

of the new stores across the islands.

The opening timetable, according to official sources will see the Tenerife supermarkets in Puerto de la Cruz and Granadilla open on February 4th, Adeje and La Laguna on February 8th and Santa Úrsula and Las Chafiras on February 11th. In Gran Canaria stores in Agüimes and Telde will be opened on February 25th and in Vecindario and Ingenio on March 4th. The final two stores in this initial phase will open in Lanzarote in Arrecife on March 3rd and in Puerto del Rosario in Fuerteventura on March 18th.



A Lidl advertising with a big impact

## Lidl and large Ad identity resolved

The identity of the firm behind one of the biggest advertising blitzes in the Canaries in recent times has been revealed.

Thousands of giant posters sprang up on billboards earlier in January informing the public that the days of the Canaries being the most expensive region for the average shopping basket were over. The ads, which centred on the deletion of the word 'have' (most expensive basket)

for 'had', were repeated time and time again on TV and radio but with no indication of the advertiser.

However, the colours (bright yellow background with blue and red lettering) match those of supermarket giant LIDL, which announced, as reported elsewhere on this page, at a press conference that it would be opening several stores in the Islands (Gran Canaria, Tenerife, Lanzarote and Fuerteventura) as of February, after almost seven years of red-tape problems with the regional authorities.

LIDL says shoppers will save up to €2,500 a year if they buy their food and other items in the firm's stores.



## San Cristóbal de La Laguna World Heritage Cultural Site

Free guided tours in English, German and French.



**Tourist Information Office Casa de los Capitanes**  
Call to book tour: 922 631 194  
Fax: 922 608 974 · E-Mail: turismo.laguna@cabtfe.es  
Mondays to Sundays from 9am to 5pm

**Tourist Information Office Los Rodeos**  
Call to book tour: 922 825 046  
Fax: 922 608 974 · E-Mail: turismo.laguna@cabtfe.es  
Mondays to Sundays from 9am to 5pm