



JOHN RYAN'S **STORE OF THE WEEK**

Ströck Vienna, Austria

Putting baked products alongside a cafe is nothing new. Indeed, as a way of shifting expensive cakes and suchlike, it is almost standard practice. Austrian bakery group Ströck, however, takes things a little further in its flagship store in Vienna.

Here Viennoiserie – aka posh cakes – certainly forms part of the daily offer, but a major element of time-of-day merchandising has been incorporated.

With an interior created by London-based consultancy JHP Design, the impetus for this new store came when the Italian restaurant next door became vacant, enabling the baker to more than double in size. The outcome is a 2,000 sq ft space that offers takeaway baked products, with everything produced on the premises, as well as a cafe where the offer changes from morning to evening.

It's the sort of thing that happens in upscale supermarkets – Waitrose is a prime example – but Ströck takes this a step further. Products are changed with signal regularity during the course of the day. And, perhaps to set



expectations about the price levels that are likely to be encountered, the materials palette used in the store is composed of slate, local stone, timber and black Corian, none of which is cheap. Couple that with large-format graphics on the walls and lighting that takes the form of milk bottles, and

Vienna's shoppers have something worth digging deep for.

Steven Collis, managing director at JHP Design, says the aim was to produce an interior where the watchword is abundance – and in this respect Ströck certainly succeeds.

It's also worth noting that the dough



produced by Ströck on a daily basis makes its way far beyond the Austrian capital. Shops as far afield as Moscow are among the recipients.



For more images of the Ströck store visit the website at retail-week.com/sotw