

Lidl to Create 250 Jobs, Invest \$100M in Bartow County

[Staff Report From Metro Atlanta CEO](#)

Tuesday, June 27th, 2017

Gov. Nathan Deal announced that Lidl, one of the world's largest retailers, will create 250 jobs and invest \$100 million over the next five years in a new regional headquarters and distribution center in Cartersville.

"Lidl's commitment to locate in Georgia speaks to our business-friendly climate and robust workforce," said Deal. "Georgia is a gateway to the Southeastern market and beyond, providing innovative retail leaders such as Lidl the logistics infrastructure needed to support a growing customer base. We value Lidl's investment and share in the company's vision for future growth."

Lidl opened its first 10 stores in the U.S. on June 15. By next summer, Lidl plans to open up to 100 stores along the East Coast and create 5,000 total jobs.

"We thank Governor Nathan Deal and leaders in Bartow County for their support of our operations in Georgia," said Brendan Proctor, president and CEO of Lidl US. "We are excited to be part of the community in Cartersville, which has a vibrant workforce and offers a central location for our distribution network. This facility will be an important part of Lidl's efficient infrastructure that will allow us to deliver outstanding quality goods to our customers at the lowest possible prices."

The Cartersville facility will be the company's fourth regional headquarters and distribution center. The other centers are in Virginia, North Carolina and Maryland.

"I'm extremely pleased to welcome Lidl to Cartersville and into our diverse family of industries," said Cartersville Mayor Matt Santini. "Their investment in our community is greatly appreciated as are the quality jobs that come along with it. Our city and county work together to provide an atmosphere that is conducive for quality businesses to locate and thrive, and this latest project is no exception. We are also grateful to our local JDA team and the state of Georgia Economic Development team for their partnership in bringing Lidl to Cartersville."

Georgia Department of Economic Development Director of International Investment Nico Wijnberg represented the Global Commerce division in partnership with Georgia Power and the Bartow-Cartersville Second Joint Development Authority.

“We are excited that Lidl has chosen Georgia to expand their U.S. operations,” said GDEcD Commissioner Pat Wilson. “This forward-thinking company is an excellent addition to Georgia’s booming business infrastructure. Lidl will have access to our strong logistics network and skilled workforce that will help them stay ahead of the global competition and meet the needs of their customers.”