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Morrisons reveals its 'M local' format



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Here is a sneak preview of Morrisons' first 'M local' convenience store.

The shop in Ilkley, which officially opens to the public tomorrow, is the first step in the Bradford-based grocer's ambitious plans to launch a convenience store format.

The decision to locate the store in Ilkley, one of Yorkshire's most wealthy areas, is part of the supermarket chain's plan to test the concept with a wealthier audience than the average Morrisons store attracts.

Ilkley, which has some of the highest house prices in Yorkshire, will give the group the chance to test the 'M local' format in a small middle class area.

The move will put Morrisons head to head against Tesco, which has run into controversy with plans for its new Ilkley store.

The new Morrisons convenience store will sell many of the group's upmarket ranges including its 'The Best' top tier range. The store will be designed to appeal to commuters coming home in the evening who want to buy something for dinner.