



Insider's Guide to AALBORG

COMING THIS FALL

Guide to Danish supermarkets

First of all: Welcome to Aalborg! We hope you like our little city and are starting to find your way around your new hometown.

In this guide we offer a series of tips and explanations of things you'll encounter when shopping in Danish supermarkets to help you decide where to shop to best suit your needs, whether you're a student living on a tight budget, a family following an organic or vegetarian diet or an executive preferring high-quality wines and meats.

Don't hesitate to [get in touch](#) if you have any questions or have ideas to other topics to include in the guide – our primary goal is to help you as best as possible in your new life here in Aalborg.

1. Types of stores

The supermarkets in Aalborg can roughly be divided into four types: small grocery stores run by independent grocers (though often part of a chain), discount stores that are part of a German chain, discount stores that are part of a major cooperation that has both discount and larger stores, and the corresponding larger stores that also has large selections clothing, toys, furniture, kitchenware and other non-food items.

The major chains and cooperation are:

COOP – which runs the stores Fakta, Coop365, Dagli'Brugsen, SuperBrugsen and Kvickly

Salling Group – which runs the stores Netto, fØtex, Bilka and, in Aalborg and Aarhus, Salling Super

Dagrofa – which runs the stores SPAR, Min KØbmand, Let-KØb and Meny. These stores are run by independent grocers under license.

Rema1000 – run by a Norwegian-based chain. These stores are run by independent grocers under license.

Lidl – run by a German-based chain

Aldi – run by a German-based chain

In the table at the end of this guide, you can see price levels, special services and private label brands for each of these stores.

2. Payment options

In Danish supermarkets, you can use a variety of payment options:

- With a few exceptions, all Danish supermarkets accept cash, though usually only Danish kroner. Note that some supermarkets have special check-out counters where you can only pay by credit card. These will be marked with signs.
- All supermarkets accept major credit and debit cards.
- Most supermarkets accept payment by the Danish payment app MobilePay, which you can get once you have a Danish CPR number and bank account.
- Some supermarkets have started accepting payment through Apple Pay, though mainly those under the Salling Group: Netto, fØtex, Bilka and Salling Super.
- Some supermarkets have apps where you can scan your items and pay at the check-out counters through scanning a QR code. You add your credit card in the app and the amount will be withdrawn after your purchase.

3. Prices, taxes and VAT

In Danish supermarkets, all taxes and VAT are included in the price indicated on the shelves. This means that the amount you see is the amount you will be charged at checkout. The only exception is bottle deposits – see next section.

4. Bottle deposit return system

If you buy beverages in plastic bottles, glass bottles or cans, including beer crates, you will pay a bottle deposit (“pant” in Danish) on top of the stated price. You can get this bottle deposit refunded if you return the containers in a supermarket store or at a “pant station”.

If you wish to return the containers at a supermarket, they will either have an outside area marked with e.g., “Flaskeindlevering”, “Flaskeautomat” or “Returpant”, or a single automatic bottle return machine (a type of reverse vending machine) inside the store. After inserting all your return bottles and crates, you push a button (often they give you two buttons: the option of receiving the deposit amount yourself or the option of giving it to a charity). If you choose to receive the deposit yourself, you get a receipt with a bar code that you can use to pay for other goods at the checkout counter. Note that this receipt must be used in the store where you returned the bottles.

If you wish to return larger amounts of bottles and cans without having to insert every single one at a bottle return machine, you can buy a special type of deposit sack from Dansk Retursystem and fill it with your empty bottles and cans. These sacks are available at most supermarket stores. Take the full sacks to the Aalborg Pantstation at Over Bækken 2, Aalborg, insert them into the slots and register your credit card, and the full deposit will be transferred into your bank account within a few days.

You can read more about the bottle deposit return system here: <https://danskretursystem.dk/en/dansk-retursystem-english/>

5. Weekly offers

All Danish supermarkets publish discount newspapers (print or online on their websites – sadly only in Danish, but with excellent photos of the items on offer) every week or every other week showing specially discounted or low-priced items. They are often worth a look-through as discount prices are often worth hunting for. In addition, some supermarkets have special theme discounts or collections such as “Food items from Greece”, “Super Bowl Week”, “French week” or “4th of July celebration” where the items presented are only available for a limited amount of time. The newspapers will often also include selected wines, beers, spirits and non-alcoholic beverages on sale.

If you don't want to traipse through the websites for each supermarket chain, you can find most current newspapers at <https://www.tilbudsugen.dk/tilbudsavis/Dagligvarer> - here you can also search for specific items (only in Danish at the moment, but you can find the Danish word for most everyday items through Google translate) and get a list of the supermarkets where they are on offer (if any) within the current or next week.

6. Discounts

If you're on the hunt for a good bargain, here's a few tips to look for:

- Shop at the end of the day. Some stores mark down perishable items close to closing time – a great chance to get an affordable high-quality steak or roast or stock up the freezer.
- Look for shopping carts and cold counters with jumbled items or simply items on the shelves marked with yellow price labels. This is items close to expiration date but which can safely be eaten after that date.
- Go shopping the day before a major holiday when most supermarkets will be closed. You will often find perishable items at very low prices as the stores prefer to sell them to having to throw them out.

7. “Yes please” offers on Facebook

If you follow your local supermarket on Facebook, you can get special discounted “JA TAK”-offers (literally “Yes, please”-offers) on food or non-food items. The store will make a post showing the item and price, and if you comment JA TAK you make a reservation for that item. You can then go to the store to pick it up within a set amount of days (the post will state the deadline for pickup) and you pay the discounted price at checkout.

8. Pickup or delivery options

Some supermarket offers pickup or delivery options:

- Bilka offers “Bilka To Go” where you order groceries on their website or in their app and pick them up at the store in City Syd.
- Rema1000 offers “Vigo” where you order groceries on their website and other Rema1000 customers deliver your order to you.
- COOP (Fakta, SuperBrugsen, COOP365, Dagli' Brugsen and Kvickly) offers “COOP Mad” where you order groceries on their website or in their app. They offer both pickup at selected Kvickly stores and delivery to your address.

9. Apps and membership discounts

Most supermarkets these days have apps and member clubs giving access to special, and often personalized, discount offers. All current apps are only available in Danish, but it's worth it to have someone help you sign up and learn to use the apps. In some, you earn points when shopping that you can later apply to purchases, and others offer special discounts only available to members.

10. Vegetarian, vegan, organic, lactose-free and gluten-free items

All Danish supermarkets have a (small or large, respectively) selection of vegetarian, vegan, organic, lactose-free and gluten-free items, and the selection grows every year. Words to look out for:

- Vegetarian = vegetar/vegetaris
- Vegan = vegansk
- Organic = økologisk/øko – organic items produced or handled in Denmark are often labelled with a red Ø and the words “Statskontrolleret økologisk” which means they are handled in a facility certified by the Danish authorities.
- Lactose-free = laktosefri
- Gluten-free = glutenfri

Supermarket chart

Supermarket	App w. member club offering discounts	Offers for children (under 12 years of age)	Option of scanning your own groceries and paying at exit	To-go or delivery option	Price range on everyday items
Netto	X		X		Low
Føtex	X	Get a free bread roll at the bakery counter	Self-service checkout counters	Not available in Aalborg at the moment	Medium
Bilka	X	Get a free bread roll at the bakery counter	Self-service checkout counters	Pickup option through "Bilka To Go"	High
Fakta	X		X (Coop app) + self-service checkout counters (pay through app)	Order at coop.dk, option of pickup or delivery depending on location	Low
Kvickly	X		X (Coop app) + self-service checkout counters (pay through app)	Order at coop.dk, option of pickup or delivery depending on location	Medium
Coop365	X		X (Coop app) + self-service checkout counters (pay through app)	Order at coop.dk, option of pickup or delivery depending on location	Low
SuperBrugsen	X		X (Coop app) + self-service checkout counters (pay through app)	Order at coop.dk, option of pickup or delivery depending on location	High
Dagli'Brugsen			X (Coop app) + self-service checkout counters (pay through app)		Low
Lidl	X				Low
Aldi					Low
Rema1000			X (not all stores)	Order online – have a neighbour deliver to your door	Low
Min Købmand					Low
Meny					High
Spar				Not available in Aalborg at the moment	Low
Let-Køb					Medium

Don't forget that in addition to these major supermarket chains, Aalborg is also home to a multitude of smaller stores, international supermarkets, greengrocers, bakeries, butcher's stores and other stores offering specialty items – all worth a visit!

Disclaimer

We do our utmost to always offer up-to-date and valid information, but things can change fast – as an example, COOP has just announced that by New Year's 2022/2023, all Fakta stores will become Coop365 and SuperBrugsen and Kvickly will merge into one brand.

We update our information and guides as soon as we learn about any changes – if you discover some outdated information, please let us know at contact@lifeinaalborg.dk