

A photograph of two women walking on a cobblestone street in Oldenburg. The woman on the left has short blonde hair, is wearing a purple cardigan over a light pink shirt, blue jeans, and a brown belt with a large silver buckle. She is carrying a brown shoulder bag and holding a shopping bag. The woman on the right has long blonde hair, is wearing a dark blue long-sleeved top and blue jeans, and is also carrying a brown shoulder bag. They are both smiling and looking at each other. In the background, there are buildings and a street lamp.

**Oldenburg, shopping and
experience with pleasure.**



Moin. Welcome to Oldenburg.

„A pleasing city with a people blessed with freedom“ – so travellers described the city as early as 1802.

And today? The choice of words on our Instagram account [echt.oldenburg](https://www.instagram.com/echt.oldenburg) is different, but the meaning is similar. Oldenburg offers freedom. Whether at the open air markets, on a boat tour through the Schlossgarten, or while drinking coffee at the Rathausplatz. Green areas, short distances, the oldest and most extensive pedestrian zone in Germany, narrow streets to explore, and the modern centre – despite the short distances, the city is

diverse, and the range of experiences broad. Businesses offering food, fashion, jewellery, and crafts are often independently owned, and will charm you with their individuality, creativity, commitment, knowledge, and friendly service.

A certain spiritual freedom permeates this cultural crossroads in the north-west, and its numerous museums and theatres are top-notch. Just cross the street you are already there, whether in the Horst Janssen Museum or among the bog bodies.

Experience freedom and joy in Oldenburg.

Imprint

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We asked...

What makes a shopping trip through Oldenburg's city centre a unique experience and why?



KAT.JA.NOE Oldenburg's city centre is the best! The selection is diverse, the architecture beautiful, and the passages are simply charming. 😊❤️

1 Like Reply



ANITA7306 I love the store Spielwaren Bente because they have just about everything you can imagine to play with. They also provide great and friendly service. The atmosphere in the tiny little store is also always an experience. 😊😊😊

1 Like Reply



NATASCHA_NK_ Our city centre with the old city is simply beautiful, and it makes walking around really enjoyable. I always miss it when I am somewhere else. Otherwise I like sitting with a little snack or ice cream from Krauss on the Rathaus steps and watching the people. 😊

1 Like Reply



SOPHIELMEER love the atmosphere in the city centre. From large chains to unique little stores, whether fashion, games, creative things, food or drink. On every corner of the adorable little streets there is something else to discover. And I always stop by @itemstar.de for the mangas and misuki. 😊❤️

1 Like Reply



JOCHEN_DI I especially like Christmas time. Everything is beautifully decorated, and there are warm, joyful people everywhere, and being together is great. In general Oldenburg has a lot to offer, and its lovely streets entice you to linger a while. 😊

1 Like Reply



BROCKENHEXE_NICOLE When strolling through Oldenburg with my husband or a friend, I always check out @lefferslover, @isensee_lieblingsstuecke, @whites-tuffuk and at the end there is always coffee at @heimathaven_oldenburg or vegan treats at @gustavgruenol. 😊

1 Like Reply



1ELISA3001 The little streets and the pedestrian zone are lovely and cosy when I visit all the individual shops and then go for a tasty snack or something to drink.

1 Like Reply

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Stylish advice - personal shopping at Leffers

The Leffers fashion store is well-known to everyone in Oldenburg.

For good reason, as the store in its very central location is a magnet for fashion enthusiasts, connoisseurs and anyone who is looking for good service. Founded on October 18, 1928 by Georg and August Leffers, it has 400 brands over five floors and 13,000 square metres that are waiting to be discovered and can be enjoyed with a view of the city centre while savouring porcini mushroom ravioli with sage butter. And for service lovers, Leffers offers a special cream topping – personal shopping.

Whether you're celebrating a special occasion, have a business appointment, need a relaxed look or personal day make-up – with a private individual styling

consultation in the Personal Shopping Lounge your personal feel-good experience is guaranteed. A delicious piece of cake and a hot cup of tea are included to round off the day.

Dates and fashion preferences can be discussed by phone at +49 (0)441 92260 or by sending an email to personalshopping@leffers.de. The outfits are put together in advance and provide the basis for ideas and your personal style. The consultation offers new perspectives and trends and lots of fun, and customers are also encouraged to try out something new. The cream topping also means that alterations are a matter of course to ensure a perfect fit.

WHICH CUSTOMERS USE THE SERVICE?

Consultant Laura Bremermann: „Almost all of them actually. Men in business, women looking for advice on new styles, people attending events. For example, a consultation for a confirmation dress for a young lady resulted in a completely new outfit for the whole family. They come every three months now...“

„I work here.“

As a five year old child, managing partner Gerhardine Müller-Meinhard Cardoso confidently ensured her future role in running the family business “Bruns Männermode” (Bruns Menswear). In the interview, she and her sister Eva Müller-Meinhard discuss developments in the business and in the Oldenburg city centre.



Have you always known that you wanted to carry on the family business?

EMM: I worked in the store a lot as a youth, but I actually wanted to pursue a very different career path by studying architecture.

GMMC: For me it was never a concrete career goal, though when I was five years old I said “I work here!” It took a while before that became a reality though.

Can you describe how the Oldenburg city centre has changed since then?

EMM: The pedestrian zone brought a major transformation. The new opportunities for strolling around were extraordinary!

GMMC: That is true. But over the years a lot of professions have disappeared from the city centre. On the one hand, there was and is the transition from numerous independent businesses to centralised companies, and on the other, there are, for example, fewer tradespeople and doctors because the rents are too high.

Does the increase in large chain stores in the cities mean more competition for you?

GMMC: Our customers expect personalised service, and we set ourselves apart by offering a choice between various brands and collections. Chain stores usually only offer one collection. In our store, it is possible to combine an expensive item with less expensive one, or to combine different brands. This is where we see our advantage.

Was advising customers more important in the past than today?

GMMC: Yes, it used to be everything. We still maintain personal relationships and a connection to our customers, greeting them with warmth and familiarity! We are especially connected to our “Bruns Plus Size” customers; customers and sales staff often know each other by name, and customers will often linger in the store just for a coffee break.

Do you view online shopping as competition for your business?

EMM: We have our own e-commerce site in the plus size department, so we can connect with our customers in a number of ways.

GMMC: Our customers in rural areas in particular tend to order through our online shop. It is important to adapt to consumer demands and to the market and to constantly re-assess these things – we really have no other choice.

What would you like to see in the future development of the city centre?

GMMC: A lively city centre; that is the most important thing! This will be possible if we continue to maintain an environment conducive to trade and if we are not burdened by additional regulations.

Fact | Burgstraße has been known by its current name since 1897. Before that, it was known as „Poggenburg.“ Poggen is the Low German word for „frog.“



Three Quarters in Oldenburg

Oldenburg's pedestrianised old city features three idyllic historic quarters: the Nikolaiviertel, Haarenstraße, and Burgstraße.

Its namesake, the Nikolaikirche (Nikolai Church), was demolished in 1872, but its foundation is still visible in the oldest cobblestone pavement in the city. This urban quarter includes Kleine Kirchenstraße, Bergstraße, Nikolaigang, and the Lambertihof, all of which buzz with the passion and dedication of the many independent businesses in the area. There is much to discover, from ornate historic facades as a romantic photo motif to shops offering everything from eyeglasses, high-end clothing, and jewellery, to attractive accessories for the home and garden. The cosy cafes that line the streets offer a refuge where one can linger and enjoy the peace and serenity of this quarter with home-made cake.

And there was light in Haarenstraße. In 1907, the merchants along Haarenstraße financed the first electric street lights in the city – eight high-intensity arc lamps. This transformed the street into an important thoroughfare for shopping and strolling, and made it something of an attraction in the city. One can still sense the local spirit of craftsmanship and commerce, especially in four family-owned businesses that have been operated with heart and soul for more than a century.

LEDER HOLERT (Holert Leather) has been in the hands of a single family for 145 years, and is now owned by the fourth generati-

on. The store itself covers over 350 square metres, and is stocked with modern bag and suitcase collections, as well as a variety of attractive accessories. Buchhandlung **ISENSEE** (Isensee Bookstore), **SCHÜTTE SCHUHE** (Schütte Shoes), and **PAPIER ONKEN** (Onken Paper) complete the group of four businesses that have been operating for over 100 years.

„We want every customer to leave our shop with a smile.“ **Andrea Holert**

In its current form, Burgstraße is a fledgling among the old city quarters. At the turn of the millennium, numerous old buildings were renovated and supplemented by new structures. Today the former craftsman's quarter on the eastern edge of the city centre pulses with culinary delights; a variety of home-made specialties are available to the casual gourmet at all times of day. These might include breakfast at **HEIMATHAVEN**, classical-modern dishes from the award-winning chef at **KLEINE BURG**, or authentic Italian flair at **CARUSI**.

Karim Olivo of **FEINKOST FRIESE** and his team live by the mantra "Fine food, fine living." They offer 600 specialties, including 130 types of cheese from 12 countries, ham, salami, antipasti, gin, whisky, oils, and spices for people with distinguished taste. Tip: try "La Bomba."

- **Leder Holert** | Haarenstraße 51 | www.leder-holert.de
- **Schütte Schuhe** | Haarenstraße 44 | www.schuette-schuhe.de
- **Papier Onken** | Lange Staße 62 | www.papier-onken.de
- **Feinkost Friese** | Gaststraße 23 | www.feinkost-friese.de
- **Kleine Burg** | Burgstraße 2 | www.kleineburg-ol.de
- **Carusi** | Burgstraße 4 | www.carusi.de



A street full of milestones - Haarenstraße.

Publisher, book shop, and popular favourites. One is sure to discover something new at Christiane and Florian Isensee's store. The product assortment includes a variety of thoughtful, high quality items, including illustrated books, children's clothing, toys, and decor. Isensee is at home on Haarenstraße - the following is a conversation with Florian Isensee about this locale.

What in particular has changed along Haarenstraße?

Beginning with the expansion of department stores, enormous changes have taken place in the last 50 years. The growth of large department stores in city centres was then replaced by the spread of chain stores. Fortunately, there are still numerous independent businesses along Haarenstraße, and some have been there for more than a century.

The Oldenburg city centre is all the better for this. I can clearly remember when there were still cars on the streets here. The Haarenstraße became part of the pedestrian zone in 1975.

Do you get the feeling that customer expectations have changed due to digitalisation?

Yes, definitely! Bricks-and-mortar retail as a business model has become considerably more difficult. The main reason for this is competition with e-commerce. Online business is seen as modern and cool, but I am sure that this too will change; a similar development took place with mail-order business in the 50s and 60s.

Has anything changed in your daily routine at work?

In the past, nothing was sold without a conversation. This was still the case even in the 1960s; most goods were sold over the counter. Now it is quite different though, as most customers just want to browse at first.

Are there any special events that stand out in your memory?

The Stadtfest (City Festival) is and has always been a major event, and it too got its start along Haarenstraße. Another event that I enjoy every year is the Schnäppchenmarkt (Bargain Market). We hold it every year on Haarenstraße parallel to the Stadtfest. All of the retailers display their wares outside on the street, which gives the event the character of a bazaar. I enjoy the atmosphere on the street especially because it is so unusual for our latitude!

What would you like to see in the future?

I would be happy to see the city centre hold on to its current mentality, and it would please me very much if we could keep things at their current level. I would really like to thank our main anchor, Leffers, which invests so much and has become a true magnet for Oldenburg.

How might it be possible to increase the attractiveness of the Oldenburg city centre?

The CMO (City Management Oldenburg) helps, of course, with many of its activities. The legendary Stadtgärten (urban gardens), which were lauded in their first year and have since acquired a major local significance, are an example of an important attraction.

Evening events in stores also attract visitors. Such events also draw customers into the side streets.



An interview with Julia Scheer and Barbara Enstipp from the children's shoe shop **LOLLIPOP** and Jürgen zur Horst from **CHRONOMETRIE ZUR HORST** about rubber boots and the first watch on the moon.

What is the difference between owner-managed stores and chain stores?

Jürgen zur Horst: As an owner you can create a special character for your business. This may be the way it looks or the range of products that it stocks, but also the way it responds to the individual wishes and requests of its customers.

What makes a watch special for you?

The term „watch“ is very broadly defined, but basically a good watch is durable, easy to repair and has a good price-performance ratio.

Luxury or investment? How does a good watch hold its value?

The vast majority of my customers really like mechanical watches and are really passionate about them. Value stability is naturally a pleasant side effect.

How do you explain the popularity of second-hand classics?

A watch is a very personal object and an everyday companion. It runs 24 hours a day, 365 days a year for a long time. The philosophical aspect also plays a role. A watch is very durable and is also naturally a timepiece. It marks the minutes of its own life and also of the person who is wearing it. All this naturally makes it an unusual and special object, because for us time is finite.

What is your favourite watch?

The Omega Speedmaster 1968 – the watch that went to the moon. NASA looked for a watch for the astronauts that is robust enough to withstand the strain of space flight. After many tests they chose the Speedmaster. This was the only object that NASA did not make especially for the astronauts.

What do you think about smart watches?

They are a nice idea for jogging and sports.

From one Best Oldenburg Address to the next.

Shopping and relaxation in owner-managed shops, hotels, restaurants & bars that are pleasantly different and run with passion. This is the aspiration of the community and it has been filling Oldenburg's city centre with life and activities since 2009 with great commitment - often in cooperation with personalities from art and culture and for a good cause.

When did the Lollipop store open?

Julia Scheer & Barbara Enstipp: My mother founded the shop in 1981. At that time we were still selling children's shoes in our shoe shop Schütte.

Why did you decide to open a shoe shop especially for children?

We opened the new shop because of the lack of space in the shoe shop Schütte and also because my mother saw the need for a specialised children's shoe shop when she was bringing up her own two children. Since then many people from Oldenburg and also from the surrounding area have been coming to our shop with their children.

What makes buying shoes for children so special? Is there anything that you have to pay particular attention to when you are selling the shoes?

For the children that come here it's something special when they are allowed to have something new and can also make their own decisions. At our shop the focus is centred on the children, everything is about them and what they would like to have. We have also made sure that children can find something to do when they

are here and we have designed the shop to keep them happy.

Do parents who came to you as children in the past also come to you with their own children?

We have many regular customers who now come to us with their own children, especially as we are the only children's shoe shop in Oldenburg. Some former customers even come to us with their grandchildren. We've often recognised familiar faces from the past.

What is currently popular with the children?

The three to four-year-olds love it when the shoes have flashing lights, for example along the sides. The somewhat older ones tend to look at what the big ones are wearing and like trainers such as Nikes, Adidas and also brands such as Doc Martens.

What do children who live near the coast need on their shoe shelf?

Rubber boots are definitely a must in this weather. Water-repellent shoes made of leather will also keep their little feet dry when they are out and about.

Fact | The smallest automotive showroom is on Mottenstraße, with exactly one car. It is a remnant from the branch of Fahrrad Munderloh that sold cars, which has long since moved to the periphery.



Experiencing Handicrafts.

Craftsmanship is fascinating - essential to the creation of fabulously unique items - and it is alive and well in the city centre.

„We express your uniqueness.“ Tina Stöhr and Fatih Sezgen of **TITO MANUFAKTUR** hit the nail on the head with this statement. The hand-made jewellery they create in their studio on Bergstraße has a special aura. These painstakingly manufactured pieces display the highest level of craftsmanship, uniting form, colour, and material with their own special style, bringing their radiance and understanding of aesthetics into harmony. This is jewellery for lovers of art and culture, people with taste and personality. The core values of craftsmanship, quality, humanity, responsibility, transparency, sustainability, and the nurturing of our employees reflect virtues that are worth gold. Stunning.

„If it is worth doing something, it is worth doing it right.“ – Gilbert Keith Chesterton Not far away, at the Schlossplatz, **FRANK SIMME MANUFACTURES** and repairs shoes the old fashioned way – the quote above is his mantra, and he lives by it. His craft is less and less common, but he still practices it with joy and perfection. It is fascinating to see how he can make your favourite worn-out shoes like new again. 1-a-Schuhe offers everything from basic tips on shoe care to the complete restoration of shoes

and leather goods and the manufacture of custom shoes sized to fit. “The customer’s requirements and our feel for material and quality combine to create products that will get you where you need to go day after day. This is what we do every day – with a good grasp of the overall product and love in every detail.” Simme is serious about doing things right.

Oldenburgers ride bikes: to farmers’ markets, in the cold rain, to the university, out into the countryside, with kids or groceries on board, with pedal power or electricity. And **FAHRRAD MUNDERLOH** (Munderloh Bikes) has been on board more or less since the invention of the bicycle. A fixture in the city centre for over 160 years, Munderloh has accumulated an extraordinary amount of experience and competence both on the sales floor and in the workshop. Between Lange Straße und Mottenstraße, there is a certain pride in tradition that pays homage to the virtues of reliability, fairness, and quality.

The motto *„we get Oldenburg and fans of our city rolling“* points to a passion for bicycles. Cycling is simply better with solidly built and maintained equipment.

■ **Tito. Manufaktur** | Bergstraße 2 | www.tito-geschmeide.de ■ **Fahrrad Munderloh** | Lange Str. 73 | www.fahrrad-munderloh.de
■ **eins-a Schuhmacherei Simme** | Schloßplatz 24 | www.eins-a-schuhe.de



„Because it just tastes better.“

A statement by Jan C. Schröder with consequences for people with good taste. The Stadtbäckerei has been at the forefront of quality and innovation since 1907 - using the term “organic” as early as 1982.



Stadtbäckerei Schröder’s success story spans three generations. Founded 113 years ago by August Schröder, the business has been operated by Jan C. Schröder and his wife since 2005.

„I always wanted to be a baker. It was important to me,“ he explains enthusiastically. His father took over his grandfather’s bakery in 1948, and his parents founded “BioBack” (organic baking), which made them pioneers on the baking scene. All of the products in the BioBack range at the Stadtbäckerei are made with certified organic ingredients.

These include absolute classics such as the Harzburger Butterkuchen (Harzburg butter cake), the Schwarzwälder Landbrot (Black Forest country bread), and the Bio-Hafer-Roggenbrot mit Sonnenblumenkernen - organic oat rye bread with sunflower seeds – which is the boss’s personal favourite.

Scones are another bestseller – English tea scones with raisins made using an English recipe – first created after a stay in Jersey. Schröder is always looking for new ideas and likes being inspired. He enthusiastically recalls his holiday in France with his family: “I noticed that this baguette was different from the others in town.” He talked to the French baker, who then invited him to bake with him. He brought his new found knowledge back to Germany: *„Since 21 September, all of our baguettes have been made just like the ones in the small, fine smelling bakery in Cogelin!“*

This success proves Schröder right: The Stadtbäckerei was once again recognised by the magazine “Feinschmecker” in 2020, and is one of the 500 BEST BAKERIES in all of Germany.



Dennis Ostendorf (Marketmaster of the city administration) with Andreas Osterloh, fourth generation of market stallholders. The family has been selling its produce at the Oldenburg markets since 1935.

Hurray, it's market day!

The Oldenburg weekly and farmers' markets are like little oases with a special atmosphere

The market between the Old Town Hall and the St. Lamberti Church with about 20 stalls and the weekly market at the Pferdemarkt with up to 75 stalls are the most central. The range of fruit and vegetables, bakery products, cheese, fish, meat and flowers, delicatessen products and teas and even items such as insect hotels is complemented by market coffee and food stalls. It doesn't get any fresher than this – nor more direct. No matter whether you are looking for home-made pesto, jam or freshly harvested produce, at the markets you buy your items directly from the producer. And if you have any questions about where they come from, you may even be invited to go on a farm tour.

Oldenburg also likes to talk about how green its markets are, encouraging everyone to buy food consciously and locally, which means less packaging and more

freshness as items are brought directly from the fields and the supply routes are easily traceable. The markets are also important for maintaining social contacts. Old and young always have time for a friendly chat and the market vendors will give you some tips on how to dish up a perfect dinner in 10 minutes.

Heike from the Bastwüste delicatessen stall sums it up in an interview on the following pages: „The weekly market is a unique shopping experience.“ Market organiser Dennis Ostendorf agrees completely: *„Its the combination of so many things that makes it special. Fresh air, healthy and above all fresh food from trustworthy producers, a great meeting place and the central location are appreciated by an growing number of people. This is why the markets are becoming increasingly popular with residents and visitors to the city.“*

■ **Rathausmarkt weekly market**
Tuesdays & Thursdays: 07.00 – 14.30 Uhr
Saturdays: 07.00 – 15.00 Uhr

■ **Organic weekly market, Julius-Mosen-Platz**
Wednesday: 11.00 – 18.00 Uhr

■ **Pferdemarkt weekly market**
Tuesdays & Thursdays: 07.00 – 13.30 Uhr
Saturdays: 07.00 – 14.00 Uhr

■ **Rathausmarkt private farmers' market**
Fridays: 11.00 – 18.00 Uhr

Fact | From 1884 onwards there were market halls on the site of the Lamberti-Hof which, due to a lack of cold stores and investment, were finally closed on 10 April 1980.



From the polonaise to knitting patterns.

Heike Birkholz has been serving customers at the Feinkost Bastwöste delicatessen stall at the Rathausmarkt, the Town Hall Market, for more than 20 years. This is where market-goers gather for a culinary and personal shopping experience.

What does the weekly market mean to you?

The weekly market is a unique shopping experience. In a shop you can never be as relaxed with the customers as you are at the weekly market. It has a charm all of its own. People of all ages stroll through and you can advise customers personally and individually. This makes it so special and much more friendly.

Who is your most loyal / oldest customer?

One of our customers is an elderly lady who has been visiting us for 20 years, she can hardly walk any more but still comes around regularly. You also see entire families growing up. Children who come with their parents also shop with us themselves when they grow up. That's wonderful.

Do you have a market ritual?

I like to drink our coffee, it keeps me nice and warm and tastes simply delicious. With time you also find out who sells the best produce. There are certain market sellers that I visit to buy my vegetables, organic poultry and eggs. We also have a very good cheese stall where the quality is simply perfect and I shop there regularly.

What are your favourite memories of the market?

Oh, there are too many to mention! Once we danced a polonaise around the market to say goodbye to a colleague from the cheese stall and everyone sang a funny German song about how the holes were about to fall out of the cheese. But the best thing is that you get to know your customers over the years and I have known many of them for a long time. Sometimes I swap knitting patterns with customers or they give me plants for the garden. Some customers even let me know when they are on holiday so I don't have to worry about them if they don't turn up.

What is your favourite product on your stall?

Kale pesto! Customers ask when the pesto will be back on our counters months in advance. It really is absolutely delicious and it can be used in so many ways. We always pass on recipe recommendations to our customers, and they can then dish up an A-list dinner in 10 minutes.



Fair traded and finally a summer dream.

If the popularity of farmers' markets is an indicator, the people of Oldenburg like it green, direct, fair, and look each other in the eyes when they say “Moin!” (Hello!)

Doing business eye-to-eye is also typical of the shops and cafes that actively embrace sustainability. Rubio on Blumenstraße was the first organic store in Oldenburg to offer all of its products free of packaging. Hella & Hermann on Burgstraße is the place to go for fair fashion, and the Weltladen (World Shop) on Kleine Kirchenstraße has been selling Oldenburg Stadtkaffee (a non-profit project) since 2004.

The **CONTIGO FAIRTRADE SHOP** (Spanish: “with you”) on Staustraße has been roasting exclusively organic and fairtrade coffee several times a week since 2007. The colourful store enchants customers with tea, chocolate, fine jewellery, high quality leather goods, and gift ideas. Each product includes information on its origin, as well as the people that produced it and their stories.

Vegan is the name of the game at **VEGGIE-MAID AT THE DAMM**. When it was founded in 2013, its motto was “Don’t just talk, act!” The store currently offers 700 products, most of which are vegan or regionally sourced, and the unpackaged foods are up to 90% organic. The focus remains on keeping the ecological footprint to a minimum.

TIP: In the garden attached to the little cafe, you can relax and enjoy the green atmosphere. Breakfast, specialty coffees, gluten-free no-cheesecake, or fruity strawberry cake, healthy soups and stews, and many other tasty treats. And to finish all of it off, we recommend the Summer Dream with elderberry and lemon. So stop chatting and simply enjoy yourself.

■ **CONTIGO Fairtrade Shop** | Staustraße 3-4 | www.contigo.de/contigo-fairtrade-shops/oldenburg/

■ **Veggiemaid am Damm** | Damm 34 | www.veggiemaid.de

The world of good taste.

For three generations and 100 years of company history, there has been a committed tradition at Nölker: „Shopping as a sensual experience.“ And when the fragrance of freshly roasted coffee mixes with the aromas of chocolate and the bouquet of 360 varieties of tea, then the commitment becomes a great pleasure.



Was it clear for you from the start that you would want to join this company at some point?

Hendrik Nölker: For my father it was always clear that he wanted to be self-employed to continue the family business. He was convinced that quality is only ensured by this consistency. Although I myself studied in a different direction, I always knew that I also wanted something of my own. I very much appreciate the advantages in everyday working life due to the things I already became familiar with during my childhood and youth.

How has the city centre changed?

Nölker: Generally, buildings have been renovated and the range of products and services has grown. Our neighbours from the Netherlands also notice this, for they in particular come over for shopping on Sundays when the shops are open.

Have there been changes to the company?

Nölker: Not really. A great deal of manual work is still required here at the shop. For example, mixing tea and coffee, but also roasting coffee with our old roaster, which was already in use back then. Of course, the communication channels have been modernised, as delivery notes are no longer filled in by hand today. But otherwise, we're very traditional and attach great importance to customers being satisfied when they leave our shop.

How has the supply structure developed?

Nölker: online shopping plays a major role. 20 years ago it was unimaginable, but people who are no longer able to get around easily are increasingly taking advantage of the opportunity to order on the Internet. In that regard, online business also affects the supply structure of the city centre.

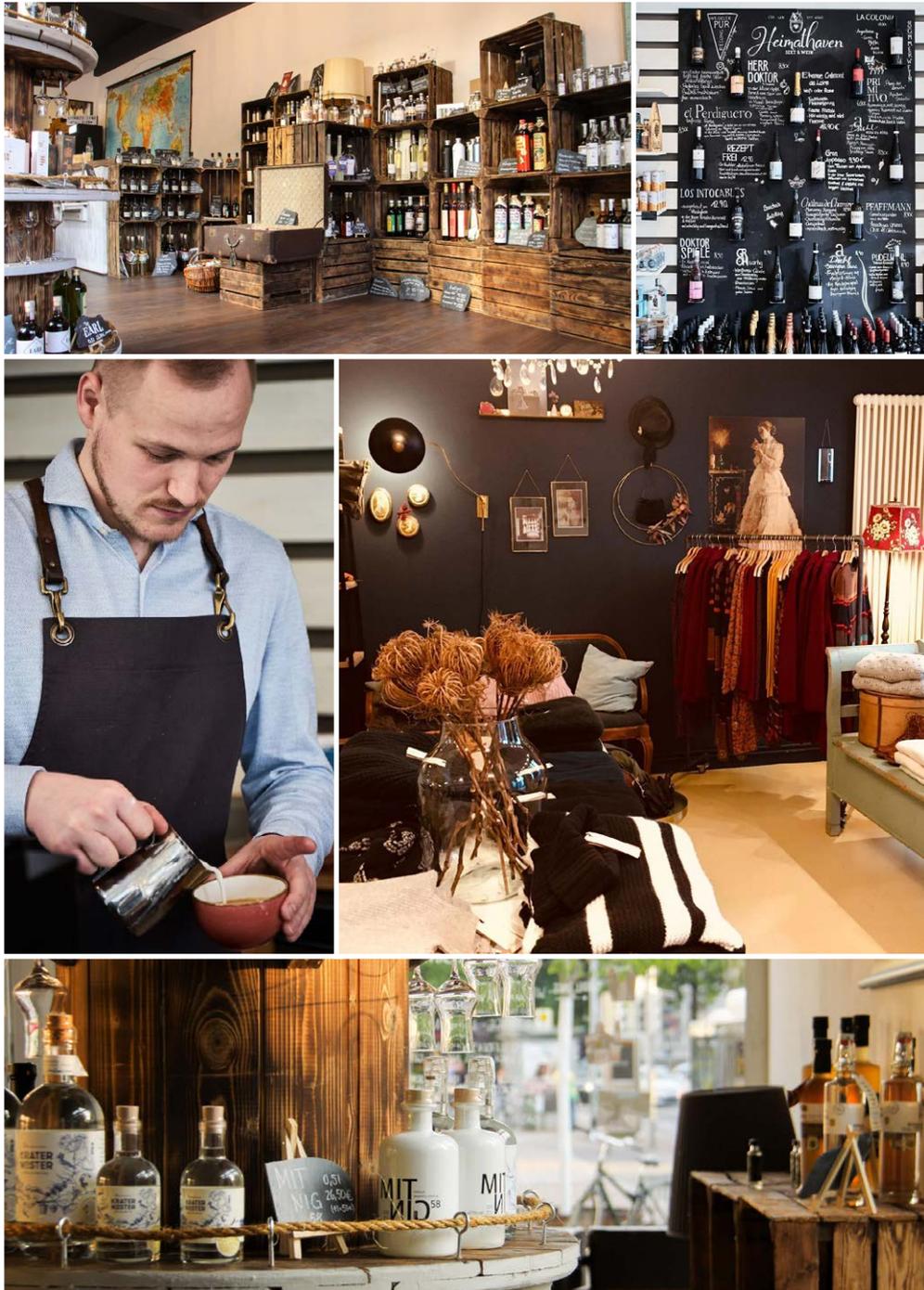
You also run an online shop. Has this step paid off for your company?

Nölker: It has paid off for our company, for in particular our neighbours from the Netherlands like to order their tea or coffee from us. They would like to experience the discoveries they've made at our shop at home as well and - thanks to the efforts of our son - with 360 different varieties of tea, we offer something for everyone.

The expansion of the tea assortment is perhaps also a reaction to other customer requests. Do you have the feeling that the demand has changed?

Nölker: Not in general, but we try to have the right tea for every customer in stock. That's why, when I came into the business, I only increased the basic assortment of black and fruit teas, and otherwise added more to the range of high quality green teas from Japan and China. Green tea has been in great demand by customers in recent years and you can see that there is a willingness to pay a fair price for fantastic tea.

Fact | The railway station, popularly known as the „Klinkenburg“ (brick castle), houses the gourmet restaurant of the same name. The true-to-original dining room from 1915 is an impressive example of the Art Nouveau era seldom found in such perfection.



The culture of enjoyment.

The oldest and one of the largest pedestrian zones in Germany offers plenty of space. Plenty of space for enjoyment.

And the people of Oldenburg like to sit outdoors in the fresh air, so some visitors are surprised that coffee is served on the market square almost all year round. The range of cafés and restaurants, often owner-managed, can be found in narrow alleys or on Schlossplatz, Rathausmarkt or Julius-Mosen-Platz. And the newly designed Waffenplatz presents itself with culinary diversity right from the start; Saigon Street Kitchen meets really good burgers here.

In Oldenburg there is a safe haven for those in search of happiness in the Burgstraße: The „Oldenburger **HEIMATHAVEN**“ (home port), managed with passion for good service and great products. Deli, coffee, bistro, a beer and gin-tasting bar, manufactory of handmade jams and muesli - in the concept store there are countless things to enjoy and take away. This also includes a bit of „wickedness“. The caramel cream with a pinch of sea salt. A tip for friends of poetry is the „Poetische Feinkost“ (poetic delicacies). Dates can be found on the website.

When you enter the shop of Nicole Lakner, you immediately have the feeling that this combination is a most wonderful one.

KAFFEE & KLEID (Coffee & Dresses). Pleasure and beauty, tranquillity and curiosity - all the senses are pampered here.

In the small, charming Oldenburg historical building in the old city you can discover things your heart desires. Homemade cake meets the latest trends from labels such as Lanius and Alma & Lovis in high quality, and of fair trade and certified organic origin. Charm and attention to detail have created this wonderful place. It's an invitation to relax.

During a hike through the Black Forest, the two founders Heiko and Fredo came up with the idea of culturally enriching Oldenburg. Since then, the **BUDEL BOYS** have dedicated themselves to drinking culture at Julius-Mosen-Platz. When it comes to offering fine distillates, the focus is on small, passionately run family businesses: „We were fascinated by the rich variety of flavours of the schnapps and liqueurs. This kind of joy of experimentation and quality is not to be found in the large spirits companies“, says an enthusiastic Fredo. The focus is on fine brandies, whisk(e)y, gin, rum and liqueurs from the North Sea to the Moselle and Swabia regions in western and southern Germany. This range of products is rounded off by a selection of wines and craft beers, but also regional delicacies, chocolate and fancy lemonades. As a result, the range of products is fully in line with the „craft spirit“ trend - the love of handmade spirits. Cheers!

■ Buddel Jungs | Wallstraße 15 | www.buddel-jungs.de Heimathaven | Burgstraße 24 | www.heimathaven.com

■ Kaffee & Kleid | Kurwickstraße 6 | www.kaffee-und-kleid.de

The cosy centre of town.

In the past, the proceeds from the wine tavern in the cellar were usually used to maintain the town hall building. This tradition no longer exists. On the other hand, what's remained are values that characterise home-style catering in the best sense of the word: Regional products, seasonal specialities, excellent quality and trained service personnel.



A restaurant with home-style, hearty cooking and regional, seasonal diversity – that's the Ratskeller in the Oldenburg city centre.

Wilfried Fey has been working in catering since 1991, managed the former „Lambertkeller“ and helped establish the „Senfmühle“ (mustard mill) until he said „Cobler, stick to your last! – Do one thing, but do it right!“ From then on he concentrated completely on the Ratskeller. Managed by the Feys since 1999, son Sebastian took over the family business two years later.

The restaurant has had a consistent team for many years. „Our most senior employee has been part of us for 26 years now, and the ‚newest‘ employee for 7 years“, says Sebastian Fey proudly, because that can't be taken for granted in catering today. That's exactly what makes the Ratskeller what it is – „because there's always someone there that our guests know; that's why our regular customers feel so at home here!“

His regular customers include Dieter Bohlen's parents; Bohlen himself (a well-

known pop singer and television personality in Germany) has also been along once or twice. And Fey has also had the pleasure of greeting Dr. Angela Merkel (the German Chancellor), Nicolas Cage and Lou Diamond Phillips at the Ratskeller. „That's always something quite special, but every guest is welcome here!“

The distinguishing feature of the Ratskeller is that it's the only restaurant to offer home-style cooking in the heart of Oldenburg. „Here food tastes like it used to, when mother did the cooking!“ says Fey enthusiastically. And that's exactly what our guests appreciate.“

The cooperation with the promotional association „proRegion Wesermarsch/Oldenburg e. V.“, in which his father was one of the founding board members, is another aspect he considers very important. Here the focus is on strengthening the Wesermarsch region – its growers, producers and caterers. „There you know where the meat comes from and can pick out the bull you want directly from the pasture – for example, from the Reuter farm in Oldenburg“, says Fey.



First-hand.

Moin and welcome to the Oldenburg experts in the Lappan bell tower.

We are located in the city's landmark and offer you everything you need to have a great time in our city. As recipients of the i-Marke award of the German Tourism Association, we provide all information and tips first hand. We can help you no matter whether you are going on a stroll around the city, need a cycle route, overnight accommodation or concert tickets or if you want to explore the city's highlights.

We are a certified company within the framework of the „Travel for All“ project, are committed to a high quality standard as defined by „ServiceQualität Deutschland“ and take all environmentally relevant, social and sustainable aspects into account. Environmental responsibility and resource efficiency are an integral part of Oldenburg.

Start your trip to Oldenburg by visiting us in the heart of the city, browse through our souvenirs and take a little bit of Oldenburg home with you. We have lots of quirky gifts such as a kale cooking apron, chocolate Lappan lace, quizzes and bicycle bags.

THE OLDENBURG SHOPPING VOUCHER

Are you looking for a special gift? With our shopping vouchers you can't go wrong. The vouchers can be redeemed in many Oldenburg shops, restaurants and leisure facilities. The lucky recipient will be able to look forward to having a great time in our city.

EVENTS

Exhilarating rides at the traditional „Kramermarkt“ festival and fairground, exhibitions in the museums and galleries, parties and concerts and an atmospheric Christmas market - there is always something going on somewhere in Oldenburg. Take a look at our online schedule and calendar for an overview of the many events, exhibitions and dates:

www.oldenburg-tourismus.de/veranstaltungen

NEWSLETTER

Would you like to receive mail from your favourite city? Choose from three main topics and we will send you all relevant news by email. First hand, of course.

www.oldenburg-tourismus.de/service/newsletter-bestellen

City overview

1 Modehaus Leffers	6 7	12 Tito. Manufaktur	16 17
2 Modehaus Bruns	8 9	13 Fahrrad Munderloh	16 17
3 Leder Holert	10 11	14 eins-a Schuhmacherei Simme	16 17
4 Feinkost Friese	10 11	15 Stadtbäckerei Jan Schröder	18 19
5 Kleine Burg	10 11	16 CONTIGO Fairtrade Shop	24 25
6 Carusi	10 11	17 Veggiemaid am Damm	24 25
7 Papier Onken	10 11	18 Nölker & Nölker	26 27
8 Schütte Schuhe	10 11	19 Buddel Jungs	28 29
9 Isensee	10 11 12 13	20 Kaffee & Kleid	28 29
10 Chronometrie zur Horst	14 15	21 Heimathaven	10 11 28 29
11 Lollipop	14 15	22 Ratskeller Oldenburg	30 31

Weekly and farmers markets

- | | |
|---|--|
| 1 Rathausmarkt weekly market
Tuesdays & Thursdays: 07.00 – 14.30 Uhr
Saturdays: 07.00 – 15.00 Uhr | 2 Pferdemarkt weekly market
Tuesdays & Thursdays: 07.00 – 13.30 Uhr
Saturdays: 07.00 – 14.00 Uhr |
| 3 Organic weekly market, Julius-Mosen-Platz
Wednesday: 11.00 – 18.00 Uhr | 4 Rathausmarkt private farmers' market
Fridays: 11.00 – 18.00 Uhr |

Mobility



EWE electric scooters
Sharing throughout the city with more than 100 electric scooters.

www.ewe-go.de/rollersharing/



Electric scooters
400 of these new mini vehicles are available for hire.

www.bird.co/de/
www.tier.app/de/



Bicycle hire
A Main Station
B Fahrrad Munderloh | Mottenstraße
C Vosgerau am Damm

www.oldenburg-tourismus.de/fahrradservice

Public charging stations in Oldenburg

Conveniently charge your electric car when you are out and about. EWE Go provides the most extensive charging network in the north west with more than 900 charging stations.

[View all the charging stations](#)

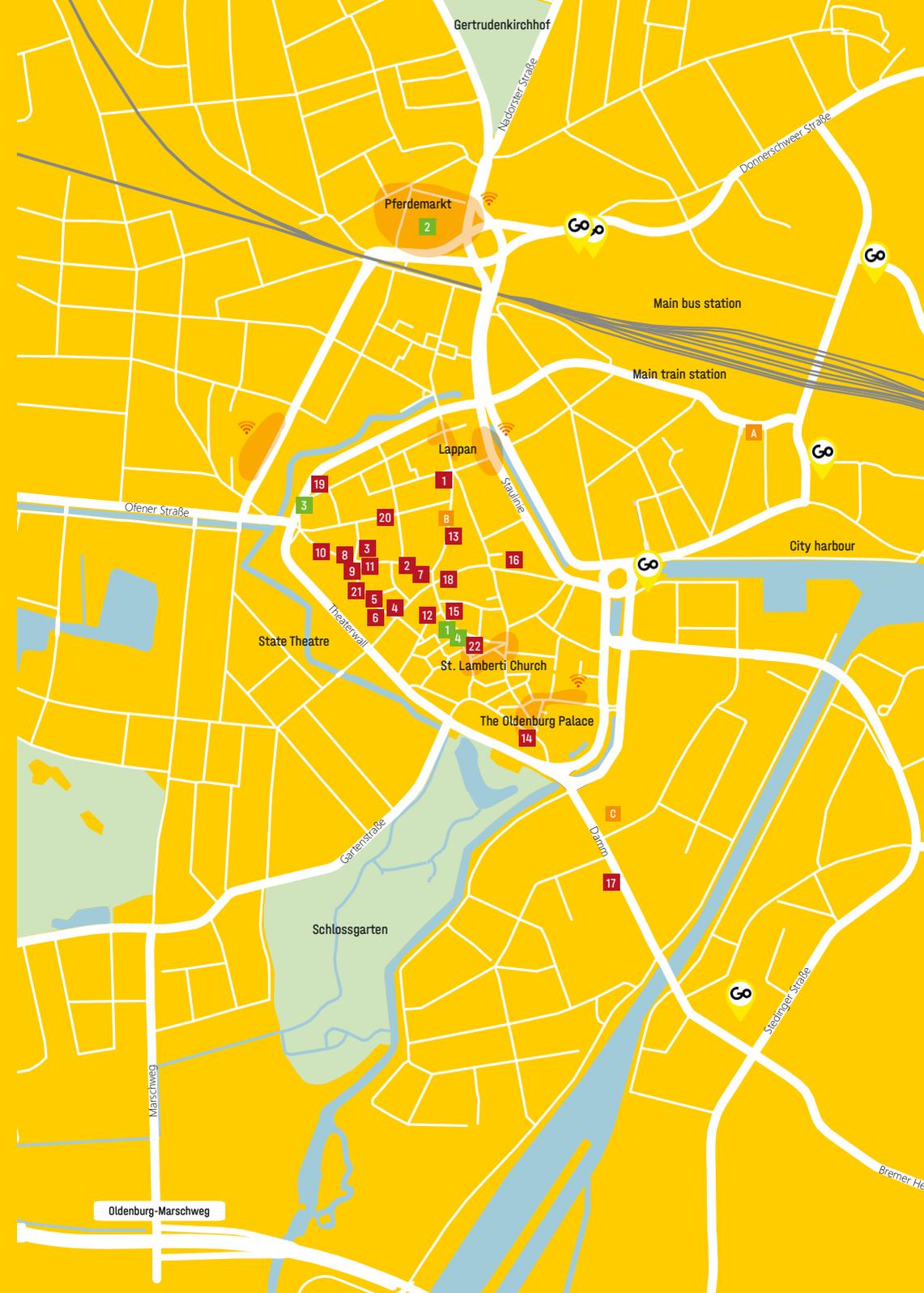
View all free parking spaces online

Simply check the number of free parking spaces in the city centre multi-storey car parks as well as in the large inner-city car parks online. The information is updated every five minutes.

www.oldenburg-service.de

Free surfing in the city centre

A total of 19 access points provide you with free wifi in five public places in the Oldenburg city centre.



Your day trip to Oldenburg.

For a day trip or a whole weekend. Your trip to Oldenburg can be planned more easily and effectively with the right tips for all tastes and styles. Have fun!



A great way to start the day Breakfast

- Café Klinge
- Kaffee Hamburg
- Heimathaven



Shopping experience Video

We would like to introduce Kash, the BudgetTraveller.



For short breaks Snacks

- Gustav Grün
- Vitamina
- Snackwunder



Shopping in the heart of the city Centre

In bester Lage bieten die Schlosshöfe Oldenburg auf 12.500qm über 65 Fachgeschäfte unter einem Dach.

- Schlosshöfe Oldenburg



Barista & latte Art Café

- Käthe Kaffee
- Saltkrokan
- Woyton



Short trips Fresh air

- Tretbootverleih
- Hafenspaziergang
- Schlossgarten



History of the city Sightseeing

- Lappan
- Schloss
- St. Lamberti-Kirche



It's playtime! Toys

- Bente
- Comic, Buch & Spiel
- Scharmans



Owner-managed Fashion

- die form
- DU NORD
- Dogtown



Cultural diversity Museums

- Stadtmuseum
- Landesmuseum für Natur und Mensch
- Edith-Russ-Haus / Medienkunst



Artistic creativity Art

- Horst-Janssen-Museum
- Oldenburger Kunstverein
- Landesmuseum für Kunst und Kultur



Graffiti & street art Urban Art

- Die balinesische Frau | Ofener Str. 36
- Keno Veith | Burgstraße
- Das Blumenmädchen | Ekkardstraße 5
- Das Massaimädchen | Nordstraße 36
- Puppy Love | Am Stadtmuseum 15



Balanced culinary delights Food

- Schmitz Brasserie
- Ols Brauhaus
- Mamma Mia



Home computers and arcade Techies

- Oldenburger Computer-Museum e.V.



One for the road Drinks & beer

- Patio
- Flänzburch
- Karins Krone

Strong partners. Strong city.

Partner des StadtMarketing Oldenburg

