Filmed Video Series, What's In Store, Launches to Explore the Retailers Getting Modern Retail Right

Retail strategists Sharon Yourell Lawlor and Renee Hartmann have launched What's In Store, a new filmed series going behind the scenes of modern retail.



How Gurkerl Delivers Same-Day Grocery, Profitably: Inside Rohlik Group's Vienna Fulfilment Centre

DUBLIN, IRELAND, September 16, 2026 /EINPresswire.com/ -- Retail is being reshaped on every front at once: how people shop, what teams face, and the economics of the business. To make sense of that shift, retail strategists Sharon Yourell Lawlor and Renee Hartmann launch What's In Store today, a new filmed series built around in-person conversations with senior retailers in their own retail environments.

Watch on YouTube at https://www.youtube.com/@WhatsInStoreRetail, or find the series on all podcast platforms and at https://www.whatsinstoreretail.com/.

> New technology and systems like automation, robotics, AI and retail media are no longer nice-to-haves. They're becoming the difference between a retailer that's profitable and one that isn't,"
>
> *Renee Hartmann, Host of What's in Store*

After 30 years each in the industry, Yourell Lawlor and Hartmann know what's actually changing the game and what's just noise. They go straight to the retailers getting it right, and make sense of how they do it.

Real retail. Real conversations. Each episode covers the systems, technology and strategy behind real retail decisions, such as same-day delivery, retail media, self-checkout, and in-store automation.

"New technology and systems like automation, robotics, AI and retail media are no longer nice-to-haves. They're becoming the difference between a retailer that's profitable and one that isn't," said Renee

Hartmann, co-host and co-producer of What's In Store.

"Retailers don't often get the chance to walk someone through the decisions behind their own operation, in their own words, on their own floor. You learn more watching an operation run than you do from any deck, and that's what we built this series to capture," said Sharon Yourell Lawlor, co-host and co-producer of What's In Store.

Every decision is explored using the What's In Store framework, examining the shopper, the team and the bottom line. The shopper: how people discover, choose and buy, and whether it genuinely improves their experience. The team: what store and ops teams require to deliver it, without adding needless complexity. The bottom line: whether it scales, integrates and delivers measurable results for the business. Retail leaders watching can expect a clear read on what's worth their attention and what isn't, drawn directly from the people running the operation.

The series launches with an episode filmed at Gurkerl, the online grocery retailer operated by Rohlik Group, at its fulfilment centre in Vienna, examining how the business delivers a full weekly grocery shop at same-day speed while remaining profitable, powered by Veloq, the technology platform behind its automation, forecasting and last-mile logistics.

About the Hosts

Sharon Yourell Lawlor is an award-winning retail and shopper marketing strategist and Managing Director of Think Plan Do Consulting. She was named to the National Retail Federation's Top 50 Retail Voices in 2026 and has been a RETHINK Retail Top Global Influencer since 2023. She is on LinkedIn at https://www.linkedin.com/in/sharonyourelllawlor/.

Renee Hartmann is a retail strategist, Founder of CLA Solutions, and a RETHINK Retail Top 100 Expert. She is co-author of Next Generation Retail: How to Use Technology to Innovate for the Future and speaks regularly at industry conferences such as NRF, eCommerce Expo, VivaTech and DMEXCO. She is on LinkedIn at https://www.linkedin.com/in/reneehartmann/.

About What's In Store
What's In Store is a filmed series hosted by Sharon Yourell Lawlor and Renee Hartmann, examining the technologies, systems and strategy shaping modern retail. Watch on YouTube at https://www.youtube.com/@WhatsInStoreRetail on all podcast platforms and at https://www.whatsinstoreretail.com.

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