



More to Value.

Apples...
ours are bigger.





More to Value.

The below substantiation covers the “Apples...ours are bigger” advertisement with the referenced shop date “06.05.2026”. Across Press, Posters & Digital.

On the 06.05.2026, we completed a comparison shop across Lidl, Tesco, ASDA & Sainsbury’s. Below you will see a table of weights from the shop & products:

| Stores | Weight (g) |
|-------------|------------|
| Lidl | 927 |
| Tesco | 730 |
| ASDA | 767 |
| Sainsbury's | 624 |

As you can see our apples are bigger!

Below, we have stated the date and store where each item was purchased. You will also find the receipts and photographs from the items purchased below:



More to Value.

1. Lidl apples, 927g was shopped in Holywood, Belfast.



2. Tesco apples, 730g shopped at Tesco, Yorkgate Centre, Belfast.





More to Value.

3. ASDA apples, 767g shopped in ASDA, Shore Road, Belfast.



4. Sainsbury's apples, 624g shopped in Sainsbury's Holywood, Belfast.

