



More to Value.

Apples...
ours are bigger.





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The below substantiation covers the “Apples...ours are bigger” advertisement with the referenced shop date “27.05.2026”. Across Press, Posters & Digital.

On the 27.05.2026, 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	946
Tesco	742
ASDA	664
Sainsbury's	719

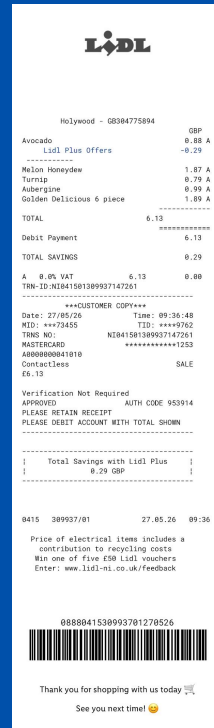
As you can see our apples are bigger!

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:



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1. Lidl apples, 946g was shopped in Holywood, Belfast.



2. Tesco apples, 742g shopped at Tesco, Knocknagoney Road, Belfast.





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3. ASDA apples, 664g shopped in ASDA, Shore Road, Belfast.



4. Sainsbury's apples, 719g shopped in Sainsbury's Holywood, Belfast.

