



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 “03.06.2026”. Across Press, Posters & Digital.

On the 03.06.2026, 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	1,155
Tesco	738
ASDA	788
Sainsbury's	741

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, 1,155g was shopped in Holywood, Belfast.



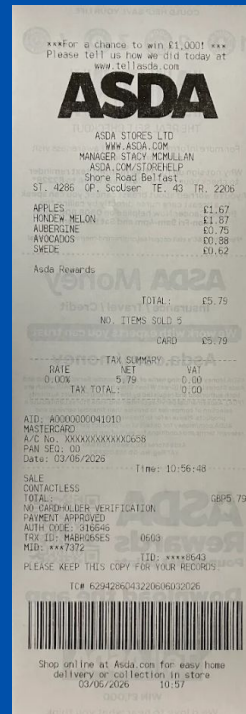
2. Tesco apples, 738g shopped at Tesco, Antrim Road, Belfast.





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3. ASDA apples, 788g shopped in ASDA, Shore Road, Belfast.



4. Sainsbury's apples, 741g shopped in Sainsbury's Holywood, Belfast.

