



More to Value.

**Aubergines...**  
**ours are bigger.**





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The below substantiation covers the “Aubergines...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	373
Tesco	269
ASDA	293
Sainsbury's	261

**As you can see our aubergines 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 aubergine, 373g was shopped in Holywood, Belfast.



2. Tesco aubergine, 269g shopped at Tesco, Yorkgate Centre, Belfast.





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### 3. ASDA aubergine 293g shopped in ASDA, Shore Road, Belfast.



### 4. Sainsbury's aubergine, 261g shopped in Sainsbury's Holywood, Belfast.

