

Price Comparison Substantiation.

Date: 28/05/2025

Prices correct at time of print, comparison shop completed on 28/05/2025. Moët & Chandon Champagne – Brut Imperial shopped in Tesco, Hollywood Lidl's Henry Dubois Champagne shopped in Lidl, Hollywood. 63% people preferred Lidl's Henry Dubois based off blind taste test event across 319 participants that took place in Belfast between 22nd – 24th November 2024. For full details, please see: Lidl-ni.co.uk/Comparisons

Lidl, Hollywood Receipt:



Tesco, Holywood Receipt:



Vino Sensoria – Blind Taste Test Details:

Blind Taste Test PR event “Vino Sensoria” took place in Belfast between the 22nd – 24th November in 2024. When 319 participants were asked whether they preferred Lidl’s Henry Dubois Champagne or Moët & Chandon, the results were as follows:

Lidl’s Henry Dubois: 192 preferred.

Moët & Chandon: 127 preferred.

Therefore, 63% of people preferred Lidl’s rosé.

