More to Value.

Steer clear of higher prices.
More to Value.

In this document, you will find full shopping receipts, pro-rata pricing, and information on where and when the shops took place.

The below substantiation covers the figures referenced 27th January 2026 on TV, Billboard, Posters, Social, Digital, Press & Leaflet.

Happy reading. And more importantly, happy saving!

	Total
Lidl Total Price using Lidl Plus	£139.07
Tesco Total Pro-Rata Price using Tesco Clubcard	£171.18
Savings when shopping at Lidl	£32.11

First up, the Lidl shop took place in Lidl, Buttercrane Quay on 27th January 2026. Here is the final receipt:

Copy

Buttercrane - GB304775894

	GBP
Organic Onions	1.50 A
Lidl Plus Offers	-0.61
Extra Fine Beans	1.59 A
Lidl Plus Offers	-0.60
Organic Broccoli 300g	1.25 A
Lidl Plus Offers	-0.56
Golden Delicious 6 piece	1.89 A
Cherry Tom 250g	0.70 A
Organic Potatoes	1.99 A
Organic Carrots	0.99 A
Chicken Dippers	5.77 A
Lidl Plus Offer	-2.00
Cauliflower Rice Natural	1.39 A
Steamed Vegetables	1.99 A
Potato Waffles	3.79 A
Savings	-0.02
Classic Ice Almond	3.99 C

See you next time!

Purchase made at:

Newry - Buttercrane Quay
Buttercrane Quay Unit 1 - 3
BT35 8HJ Newry

Store details

The total receipt of the shop came to £152.42. However, the figure on our advertising is £139.07. How did we get this figure?

There were a number of products, once both shops were completed, that we did not deem like-for-like. Below is a list of products included and excluded in the final total.

Lidl Product Name	Lidl Product Volume	Price excluding Lidl Plus £	Receipt Price with Lidl Plus £
Giullio Pasotti Pinot Grigio Rosé Italy 12%	750ml	5.19	5.19
Stella Artois Premium Lager 10 x 440ml	4400ml	9.94	8.49
12 Large Free Range Eggs	12 pack	3.15	3.15
Colman's Mustard	170g	1.99	1.99
Deluxe Pasta Sauce - Chilli & Tomato	350g	1.79	1.79
Gold Blend Tea 80 Pack	250g	1.89	1.89
Cocoa Snaps	500g	1.19	1.19
Basmati Rice	1000g	1.69	1.69
Wholewheat Fusilli	500g	0.72	0.72
Deluxe Strawberry Preserve	350g	1.69	1.69
Chocolate Hazelnut Spread	400g	1.59	1.59
Lemon & Lime Zero	2000ml	0.75	0.75
Cashew Nuts	200g	1.95	1.95
Almonds	200g	1.95	1.95
Mixed Nuts	200g	1.95	1.95
Chocolate Chip Mini Muffins 18pk	375g	2.75	2.75
Double Chocolate Chip Mini Muffins 18pk	375g	2.75	2.75
Anti Dandruff Shampoo 2 in 1	500ml	1.39	1.39
Colgate Total Active Prevention	75ml	2.32	2.32
Sink & Drain Cleaner	1000ml	3.95	3.95
Mighty Kitchen Towel	100 sheets	1.39	1.39
Quilted Toilet Paper 9PK	1440 sheets	3.49	3.49
Pepsi Cola Max Zero Sugar	2000ml	2.13	2.13
Thai Green Curry Paste	200g	2.19	2.19
Pure Canadian Maple Syrup	330g	3.99	3.99
Tomato Ketchup	560g	0.99	0.99
Kinder Chocolate 16 pk	200g	2.19	2.19
Baresa Bolognese Sauce	500g	0.68	0.68
Italian Cherry Tomatoes	400g	0.79	0.79
Deluxe White Sourdough	600g	2.69	2.69
Sour Cream	200ml	0.63	0.63
Ready to Eat Whole Chicken Fillets	250g	2.99	2.99
Beef Lasagne	1000g	4.99	4.99
Rocket Leaves	85g	1.29	1.29
Salted Butter 250g	250g	1.98	1.98
Whole Milk 3.5%	2000ml	1.58	1.58
Edam Slices	400g	3.49	2.79
Golden Delicious apples	900g	1.89	1.89
Cherry Tomatoes	250g	0.7	0.7
Deluxe Extra Fine Green Beans	220g	1.59	0.99
Organic Broccoli	300g	1.25	0.69
Organic Carrots 750g	750g	0.99	0.99
Organic Potatoes 2kg	2000g	1.99	1.99
Rocket Lollies	600ml	1.85	1.85
Simply Steam Vegetables Carrot Broccoli & Sweetcorn	640g	1.99	1.99
Stonebaked Double Pepperoni Pizza	660g	2.79	2.79
Almond Ice Cream Sticks	720ml	3.99	3.99
Birds Eye Potato Waffles 18 Pack	1020g	3.77	3.77
Cauliflower Rice	400g	1.39	1.39
Birds Eye Chicken Dippers	697g	5.77	3.77
Beef Mince (5%)	500g	5.18	5.18
Northern Irish Pork Loin Steaks Family	1050g	6.19	6.19
Chicken Breast Fillets	2000g	11.99	8.99
Lamb Loin Chops	400g	6.99	5.99

We then excluded several items from the receipt after completing both shops. For the Lidl shop, these include:

Lidl Product Name	Lidl Product Volume	Price without Lidl Plus £	Price with Lidl Plus £
Organic Onions (Organic brown onions were unavailable)	750g	1.5	0.89
Frozen Raspberries (unavailable at Tesco)	500g	4.49	4.49
Olive Oil (unavailable at Tesco)	500ml	3.79	3.79
Homestyle Chips (unavailable at Tesco)	1000g	1.59	1.59
Wafer thin crumbed/cooked ham slice (non comparable)	320g	2.59	2.59

The total of the included & excluded item lists is £152.42 - the same as the receipt!

TESCO

Then, the Tesco shop took place in Tesco Extra, Downshire Road, Newry on 27th January 2026.

TESCO

Newry Extra
Any questions please visit
www.tesco.com/store-locator

1	Tesco Finest White Sourdough Loaf 800g	£4.00
1	Tesco Mixed Nuts 200g	£3.35
1	Tesco Basmati Rice 1kg	£1.79
1	Tesco Finest Strawberry Conserve 340g	£2.55
1	Tesco Cashew Nuts 200g	£2.85
1	Tesco Golden Delicious Apple Minimum 5 Pack	£1.80
1	Tesco Double Chocolate Mini Muffins 16 Pack	£3.00
	Cc £2.50	-£0.50
1	Tesco Tomato Ketchup 560g	£1.10
1	Tesco Finest Tomato & Chilli Pasta Sauce 340g	£2.10
	Cc £1.65	-£0.45
1	Tesco Finest Grade A Dark Maple Syrup 330g	£6.85
1	Tesco Thai Green Curry Paste 180g	£2.25
1	Tesco Hazelnut Chocolate Spread 400g	£1.65
1	Tesco 2 In 1 Anti-dandruff Shampoo 300ml	£1.15
1	Kinder Mini Treats 16 Pack 200g	£2.90
1	Tesco Ni Salted Butter 250g	£1.99
1	Colgate Total Active Prevention Original Toothpaste 75ml	£4.50
	Cc £2.50	-£2.00

Subtotal:	£172.25
Savings:	-£9.35
Promotions:	-£9.35
TOTAL:	£162.90
Card	£162.90
Clubcard points earned:	145
Clubcard points balance:	152
Mastercard Credit	
AID:	A0000000041010
Number:	************0658
Pan sequence no:	0
Authorisation code:	316592
Merchant:	****4805

D40C-1J7G-804W-KGZP

27/01/2026 11:50 Store: 5031 Checkout: 021

The total receipt of the shop came to £162.90. However, the figure on our advertising is £171.18. How did we get this figure?

Same as Lidl, there were a number of products once both shops were completed, that we did not deem like-for-like.

We have also used pro-rata pricing per item. Pro-rata means 'in proportion'. It's used to give the value of something (a Lidl product) in proportion to something else (a similar Tesco product). Pro-rata considers the difference in weights and works out the pricing based on weight (in this case the weight difference between Lidl and Tesco's product(s)).

Clubcard savings on the Tesco receipts are £9.35. However, £1.50 is excluded from the overall figures as the selected product was not deemed comparable.

All prices recorded with respect to both shops reflect a single-item and may not reflect potential savings where items are offered as part of a multi-buy promotion.

Below is a list of products included and excluded in the final total:

Tesco Product Name	Tesco Product Volume	Receipt Price with Tesco Clubcard £	Pro-Rata Price using Tesco Clubcard £
Tesco Finest Pinot Grigio Blush	750ml	7	7.000
Stella Artois Premium Lager 10 x 440ml	4400ml	9.95	9.950
Tesco Large Free Range Eggs 12 Pack	12 pack	3.25	3.250
Colman's Mustard	170g	2.25	2.250
Tesco Finest Pasta Sauce - Chilli & Tomato	340g	1.65	1.699
Tesco Gold Blend 80 Teabags 250G	250g	2.65	2.650
Tesco Choco Snaps	500g	1.25	1.250
Tesco Basmati Rice	1000g	1.79	1.790
Tesco Wholewheat Fusilli	500g	0.75	0.750
Tesco Finest Strawberry Conserve 340G	340g	2.55	2.625
Tesco Chocolate Hazelnut Spread	400g	1.65	1.650
Tesco Lime & Lime Zero	2000ml	0.9	0.900
Tesco Cashew Nuts 200G	200g	2.85	2.850
Tesco Almonds 200G	200g	2.3	2.300
Tesco Mixed Nuts 200G	200g	3.35	3.350
Tesco Chocolate Chip Mini Muffins 16 Pack	400g	2.5	2.344
Tesco Double Chocolate Chip Mini Muffins 16 Pack	400g	2.5	2.344
Tesco 2 In 1 Anti-Dandruff Shampoo 300Ml	300ml	1.15	1.917
Colgate Total Active Prevention	75ml	2.5	2.500
Teso Sink & Drain Cleaner	500ml	2.25	4.500
Tesco Multi-Purpose Household Towel 1 Roll	100 sheets	1.49	1.490
Tesco Luxury Soft Quilted Toilet Tissue 6 Long Rolls	1440 sheets	3.65	3.650
Pepsi Cola Max Zero Sugar	2000ml	2.15	2.150
Thai Green Curry Paste	180g	2.25	2.500
Tesco Finest Grade A Amber Maple Syrup	330g	6.85	6.850
Tesco Tomato Ketchup	560g	1.1	1.100
Kinder Mini Treats 16 Pack 200G	200g	2.9	2.900
Tesco Smooth Bolognese Sauce	500g	0.79	0.790
Tesco Italian Cherry Tomatoes 400G	400g	1.3	1.300
Tesco Finest White Sourdough Loaf	800g	4	3.000
Tesco Sour Cream	150ml	0.85	1.133
Tesco 2 Cooked Skinless Chicken Breast Fillets 220G	220g	4.25	4.830
Beef Lasagne	750g	4.25	5.667
Tesco Wild Rocket	60g	1	1.417
Tesco Ni Salted Butter 250G	250g	1.99	1.990
Tesco Whole Milk 2 Litres	2000ml	1.6	1.600
Tesco Edam Slices	250g	3	4.800
Golden Delicious Apples	762g	1.8	2.126
Tesco Cherry Tomatoes	300g	1	0.833
Tesco Finest Extra Fine Green Beans	200g	1.5	1.650
Tesco Organic Broccoli	335g	1.5	1.343
Tesco Organic Carrots	700g	1.35	1.446
Tesco Organic Potatoes	1500g	1.8	2.400
Tesco Rocket Lollies 8 Pack	464ml	1.5	1.940
Tesco Steam Bags Carrot, Broccoli & Corn	640g	2.9	2.900
Tesco Stonebaked Double Pepperoni Pizza	330g	1.75	3.500
Tesco Chocolate & Almond Ice Creams 3X110ml	330ml	2.2	4.800
Birds Eye 18 Potato Waffles	1020g	3	3.000
Tesco Cauliflower Rice 4 pack 600g	600g	2.9	1.933
Birds Eye Chicken Dippers	697g	4	4.000
Tesco Beef Mince 5%	500g	5.19	5.190
Tesco Northern Irish Pork Loin Steaks 1kg	1000g	8	8.400
Tesco Large Chicken Fillet Packet 1.6kg	1600g	10.5	13.125
Tesco Lamb Chops	450g	8.5	7.556

We then excluded several items from the receipt after completing both shops. For the Tesco shop, these include:

Tesco Product Description	Tesco Product Volume	Receipt Price with Tesco Clubcard £
Tesco Finest Extra Large Brown Onions 2 Pack (Organic brown onions were unavailable)	750g	1.55
Tesco Raspberries (unavailable at Tesco)	300g	0
Olive Oil (unavailable at Tesco)	500ml	0
Tesco Homestyle Straight Cut Oven Chips 950G (unavailable at Tesco)	950g	0
Tesco British Crumbed Ham Slices 400g (non comparable as Lidl product is wafer thin)	400g	3.5

And that is how we accurately (and fairly!) do our comparison shops.

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