

Summer for Less

The below substantiation covers the “Baby Comparison” advertisement with the referenced shop date 23rd April 2026.

In this document, you will find shopping receipts and information on where and when the shops took place.

Happy reading. And more importantly, happy saving!

Lidl Shop	
Nappy Sacks	£0.74
Lupilu Premium Nappies Size 1	£1.39
Lupilu Biodegradable Water Wipes	£0.58
Total	£2.71
"Another Supermarket"	
WaterWipes Sensitive Biodegradable Newborn Baby Wipes	£3.25
Total	£3.25



More to Value.



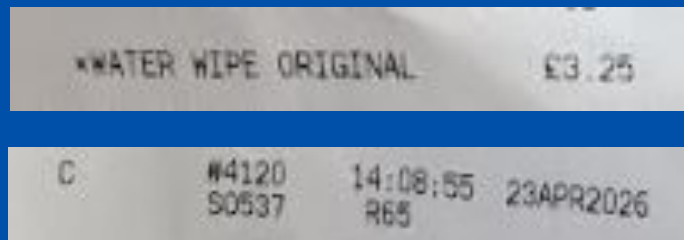
More to Value.

The Lidl shop took place in Lidl, Ballymena Rd, Antrim on 23rd April 2026.

Here is the final receipt:



“Another Supermarket” shop took place in a nearby competitor supermarket on 23rd April 2026. Here is proof of the final receipt:



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More to Value.

All prices recorded with respect to both shops reflect a single-item price and may not reflect potential savings where items are offered as part of a multibuy promotion. Loyalty apps were used but no reductions applied.

The purpose of the comparison is to compare the price of a branded item to the price of its private label equivalent in Lidl, alongside other items you can purchase for less than the cost of the branded item. We understand the “Another Supermarket” referenced has private label variants of this item on sale that are like-for-like with Lidl’s private label.

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