



### Vino Sensoria- Blind Taste Test Details:

Blind Taste Test PR event “Vino Sensoria” took place in Belfast between the 22<sup>nd</sup> to 24<sup>th</sup>

November in 2024. When 320 participants were asked whether they preferred Lidl’s

Pinot Grigio Blush Rosé or Whispering Angel Rosé, the results were as follows:

Lidl’s Pinot Grigio Blush Rosé: 177 preferred.

Whispering Angel Rosé: 143 preferred.

Therefore, 55% of people preferred Lidl’s rosé.