



# More to Value.

The below substantiation covers the “Fish Finger Comparison” advertisement with the referenced shop date 30th September 2025. In this document, you will find full shopping receipts and information on where and when the shops took place.

Happy reading. And more importantly, happy saving!

Lidl Shop	
Fish Fingers	£0.98
Mixed Vegetables	£1.29
French Fries	£1.78
	£4.05
“Another Supermarket”	
Birds Eye Fish Fingers	£4.50
	£4.50



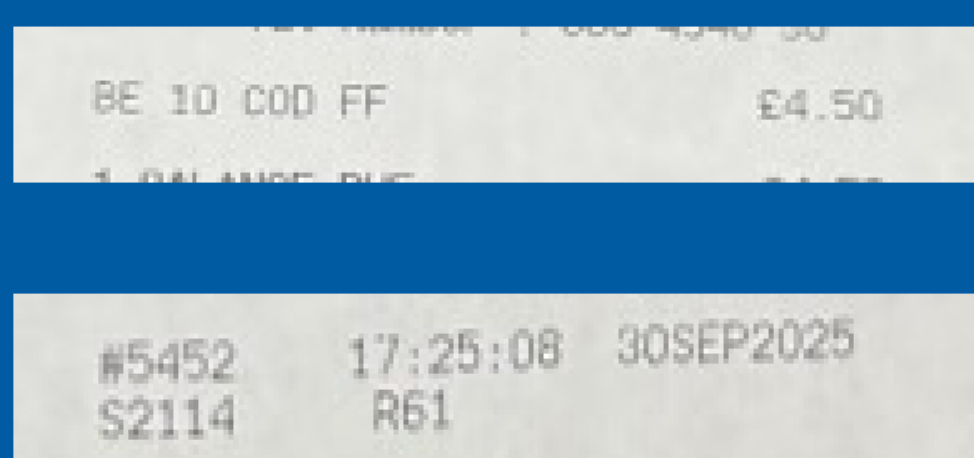
The Lidl shop took place in Lidl, Hollywood on 30th September 2025. Here is the final receipt:

### Lidl Receipt:



### “Another Supermarket” shop

This shop took place in a nearby competitor supermarket on 30th September 2025. Here is proof of the final receipt:



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 multi-buy promotion.

The purpose of the comparison is to compare the price of a brand 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.

Lidl Plus & Competitor store loyalty app applied. No further discount applied as a result.



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