



More to Value.

Turnips...
ours are bigger.





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The below substantiation covers the “Turnips...ours are bigger” advertisement with the referenced shop date “06.05.2026”. Across Press, Posters & Digital.

On the 06.05.2026, we completed a comparison shop across Lidl, Tesco, ASDA & Sainsbury’s. Below you will see a table of weights from the shop & products:

Stores	Weight (g)
Lidl	1,100
Tesco	512
ASDA	546
Sainsbury's	543

As you can see our turnips are bigger!

Below, we have stated the date and store where each item was purchased. You will also find the receipts and photographs from the items purchased below:



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1. Lidl turnip, 1,100g was shopped in Holywood, Belfast.



2. Tesco turnip, 512g shopped at Tesco, Yorkgate Centre, Belfast.





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3. ASDA turnip, 546g shopped in ASDA, Shore Road, Belfast.



4. Sainsbury's turnip, 543g shopped in Sainsbury's Holywood, Belfast.

