



More to Value.

**Turnips...**  
**ours are bigger.**





**More to Value.**

The below substantiation covers the “Turnips...ours are bigger” advertisement with the referenced shop date “27.05.2026”. Across Press, Posters & Digital.

On the 27.05.2026, 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        | 1,524      |
| Tesco       | 412        |
| ASDA        | 645        |
| Sainsbury's | 527        |

**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:



More to Value.

1. Lidl turnip, 1,524g was shopped in Hollywood, Belfast.



2. Tesco turnip, 412g shopped at Tesco, Knocknagoney Road, Belfast.



