



More to Value.

Apples...
ours are bigger.





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The below substantiation covers the “Apples...ours are bigger” advertisement with the referenced shop date “20.05.2026”. Across Press, Posters & Digital.

On the 20.05.2026, 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	935.75
Tesco	733.17
ASDA	777.31
Sainsbury's	716

As you can see our apples 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 apples, 935.75g was shopped in Holywood, Belfast.



2. Tesco apples, 733.17g shopped at Tesco, Knocknagoney road, Belfast.



