

More Go Full Lidl for Less

Ready... Set... Go Full Lidl! In this document, you will find full shopping receipts, pro-rata pricing, information on loyalty schemes and information on where and when the shops took place.

The below substantiation covers the figures referenced 15th July 2025 on Radio, Billboards & Posters.

Happy reading. And more importantly, happy saving!



First up, the Lidl shop took place in Lidl, Buttercrane, Newry on 15th July 2025. Firstly, here is the final receipt and a breakdown per weight & item:

| Lidl Item | Weight | Total Price |
|---|--------|-------------|
| Stonebaked Double Pepperoni Pizza | 330g | £1.49 |
| Homestyle Oven Chips | 640g | £1.55 |
| Simply Steam Vegetables (Broccoli, Carrot & Corn) | 1000g | £1.99 |
| | Total | £5.03 |



Tesco

Then, the Lidl shop took place in Tesco Extra, Downshire Road, Newry on 15th July 2025. Firstly, here is the final receipt:



The total receipt of the shop came to £7.00. However, the figure on our advertising is £7.05. How did we get to this figure?

We have used pro-rata pricing per item. pro-rata is a very fancy Latin term for “in proportion”. It’s used to give the value of something in proportion to something else (a similar Tesco product).

In this instance: In Lidl, our 1000g Homestyle Oven Chips cost £1.55. The comparable product in Tesco is their 950g Homestyle Oven Chips for £2.65. The pro-rata calculation considers the difference in weights and works out the price of the Tesco Homestyle Oven Chips as if it was a 1000g product. This calculation shows that 1000g of Homestyle Oven Chips in Tesco would cost £2.79.

The exact same calculation was used for the Stonebaked Double Pepperoni Pizza. In Lidl, our Stonebaked Double Pepperoni Pizza is 330g and costs £1.49. In Tesco, their Stonebaked Double Pepperoni Pizza is 350g and costs £1.60. Therefore, when we pro-rata the Tesco item price to a 330g product weight, it would cost £1.51.

| Tesco Products | Weight | | Price Per Receipt | Pro-Rata Price |
|--|--------|-------|-------------------|----------------|
| Tesco Stonebaked Double Pepperoni Pizza | 350g | 1 | £1.60 | £1.51 |
| Tesco Steam Bags Carrot, Broccoli & Corn | 640g | 1 | £2.75 | £2.75 |
| Tesco Homestyle Straight Cut Oven Chips 950G | 950g | 1 | £2.65 | £2.79 |
| | | Total | £7.00 | £7.05 |

In addition, 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 a multi-buy promotion.

And that, is how we accurately (and fairly!) do our comparison shops. Just another reason, to Go Full Lidl and enjoy More for Less!

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