

# 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 15<sup>th</sup> 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 15<sup>th</sup> July 2025. Firstly, here is the final receipt and a breakdown per weight & item:

Lidl Item	Weight	Total Price
Stonebaked Double Pepperoni Pizza	330g	£1.99
Homestyle Oven Chips	£40g	£1.55
Simply Steam Vegetables (Broccoli, Carrot & Corn)	1000g	£1.49
	Total	£5.03



The total receipt of the shop came to £107.52. However, the figure on our advertising is £92.41. How did we get to this figure?

There were a number of products, once both shops were completed, that we did not deem like-for-like. Below is a list of products included and excluded in the final total.

## Tesco

Then, the Lidl shop took place in Tesco Extra, Downshire Road, Newry on 15<sup>th</sup> 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 (a Lidl product) 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	£3.85
Tesco Steam Bags Carrot, Broccoli & Corn	640g	1	£2.75	£3.85
Tesco Homestyle Straight Cut Oven Chips 950G	950g	1	£2.65	£2.60
	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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