

More 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	£1.99
Homestyle Oven Chips	640g	£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 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 (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	£1.60	£1.85
Tesco Steam Bags Carrot, Broccoli & Corn	640g	£2.75	£3.85
Tesco Homestyle Straight Cut Oven Chips 950G	950g	£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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