

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 TV, Posters, Billboard, Leaflet, Social, Digital & Press. Happy reading. And more importantly, happy saving!

Lidl	£92.41
Incl. Lidl Plus saving	£2.34
lesco Pro-Rata	£113.54
Incl. Tesco Clubcard saving	£3.20
Difference	£21.13



First up, the Lidl shop took place in Lidl, Buttercrane, Newry on 15th July 2025. Firstly, here is the final receipt:

u i mur		Mived Nute	
lL∳Đ1L		Strawberry Pencils Mars Bars 4 Pack Sunflower Mix Medium Sliced White Pan Toilet Roll Premium Savings AntiDandruff Shampoo 2in1 Colgate Total Original Savings Pedal Bin Liners Turkey Breast Steaks Lidl Plus Offer Beef Mince 5% Meatballs Chicken Fillet 650g Savings Pork Medallions TOTAL Debit Payment	0.59 C
		Mars Bars 4 Pack	1.77 C
0		Sunflower Mix	1.25 A
Buttercrane - GB304775894		Medium Sliced White Pan	0.73 A
Faintando Constanto a	GBP	Toilet Roll Premium	1.35 C
Fairtrade Org. Yellow Bananas	1.65 A	Savings	-0.06
Lidl Plus Offers	-0.76	Antibandruff Shampoo 21n1	1.39 C
Calden Daliaine a		colgate lotal original	2.47 C
Golden Delicious 6 piece Carrots 1kg Tenderstem Broccoli 200g Organic Potatoes Baby Corn 130g Mini Mix Classic SB Double Peppercni Plain Breaded Shredded Chicken Savings Homestyle Chips 1kg Steamed Vegetables Gouda Slices Lidi Plus Offer	1.85 A	Pedal Rip Lines	-0.15
Landerster Percenti con	0.69 A	Turkey Propet Steeles	1.49 C
Occasio Deteteco	1.59 A	lid Plue Offer	4.39 A
Baby Comp 120a	1.99 A	ciul Plus offer	-0.80
Mini Min Classic	0.96 A	Beef Mince 5x	4.72.4
SB Double Deserver	3.99 C	Meatballs	4.75 A
So bouble Pepperchi	1.49 A	Chicken Fillet 650g	4.50 A
Fram breaded Shredded Chicken	3.79 A	Savings	-0.10
Homestyle Chies the	-0.54	Pork Medallions	2 99 4
Steared Vegetables	1.55 A		2.00 h
Gouda Siloos	1.99 A	τοται	107 50
Lidi Dius Offen	3.29 A	IVIAL	107.52
Lidl Plus Offer Ham Slice Honey Lidl Plus Offer	-1.00	Debie D	**********
Lid Dive Offen	2.29 A	Debit Payment	107.52
		TOTAL SAVTNOS	
Semi-Skinned Milk Olto		TOTAL SAVINGS	5.23
Unsmoked Turkey Reaso Doober	1.58 A	A 0.0% VAT 92.92 C 20.0% VAT 14.60 TRN-T0:NI041802614678196251	
Mash Direct Mashed Turpin 400-	1.69 A	C 20 08 VAT 14 60	0.00
Salted Butter	1.75 A	TRN-ID:NI041802614678196251	2.43
Greek Style 10%	1.98 A	1111 10111011002014070130231	
Semi-Skimmed Milk 2Ltr Unsmoked Turkey Bacon Rasher Mash Direct Mashed Turnip 400g Salted Butter Greek Style 10% Cookstown Thick Pork Sausages Chicken Filet Poret	1.85 A	THE PLACE CONTRACTOR CONTRACTOR	
Cookstown inick Pork Sausages Chicken Fillet Roast Italian Style Salad Yoplait Petit Filous Frubes Beef Lasagne Chorizo Slices Mild Cheddar Slice	2.25 A	Date: 15/07/25 Time MID: ***00604 TID TRNS NO: NIO4180261 MASTERCARD ****** A0000000041010 Contactless 5107 52	08-35-15
Italian Style Salad	2.95 A	MID: ***00604 TIT	: ****8384
Yoplait Petit Filous Erubas	0.89 A	TRNS NO: NIO4180261	4678196251
Beef Lasagne	2.11 A	MASTERCARD ******	******2397
Charizo Slices	4.99 A	A000000041010	
Mild Cheddar Slice	1.00 A	Contactless £107.52	SALE
Low Fat Soft Cheese	0.80 A	£107.52	
Choco Rice	1.04 A	Variation to the second	
Basmati Rice	1.69.4	Verified by Cardholder Device	
Wholewheat Fusilli	0.69.4	APPROVED AUTH C PLEASE RETAIN RECEIPT	ODE 677761
Tomato Ketchup	0.95 A	PLEASE DEBIT ACCOUNT WITH TOTA	C100401
Organic Honey	3.29 A	TERME DEDIT ACCOUNT WITH TOTA	L SHUWN
Stock Pots Veal	1.15 A		
Wild Cheddar Slice Low Fat Soft Cheese Choco Rice Basmati Rice Wholewheat Fusilli Tomato Ketchup Organic Honey Stock Pots Veal Chocolate Hazelnut Spread Savings	1.65 A		
	-0.05	Total Savings with Lidl	D1us I
Gold Blend Tea	1.89 A	3.14 G8P	1
Tomato and Chilli Sauce	1.79 A		
Thai Green Curry Paste	1.99 A		
Strawberry Preserv	1.69 A	088804186146780215	0725
Italian Cherry Tomatoes	0.79 A		
Cranberry Juice NAS	1.19 C		
Lemon & Line Zero	0.69 C		
Savings	-0.12		See a second
Croissant Almond	3.16 A	0418 614678/02 15.	07.25 08:34
4 × 0.79			
MB 4 for £2.50	-0.66	Price of electrical items inc	ludes a
Mini Chocolate Chip Muffins		contribution to recycling o	costs
Savings	2.49 A	Win one of five £50 Lidl vou	chers
Pancakes 8Pk	-0.40	Enter: www.lidl-ni.co.uk/fee	dback.
Mined Mark	1.05 A		



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.

Description	Weight	Weight Measurement	Quantity	Price/ Unit	Total Price	Lidl Plus
Sunflower Seeds	250	g	1	£1.25	£1.25	£1.25
Mini Mix Icecream Sticks	600	ml	1	£3.99	£3.99	£3.99
Stonebaked Double Pepperoni	330	g	1	£1.49	£1.49	£1.49
Simply Steam Vegetables	640	g	1	£ 1.99	£1.99	£1.99
Homestyle Chips 1kg	1000	g	1	£1.55	£1.55	£1.55
Cookstown Sausages	454	g	1	£2.26	£2.26	£2.26
Sliced Chorizo (22 Slices)	120	g	1	£0.95	£0.95	£0.95
Ready to Eat Whole Chicken Fillets	250	g	1	£2.95	£2.95	£2.95
loney Roast Ham Slices	320	g	1	£2.29	£2.29	£1.71
Greek Style Yoghurt	1000	g	1	£1.85	£1.85	£1.85
oplait Petit Filous Frubes	333	g	1	£2.11	£2.11	£2.11
ow Fat Soft Cheese (50%)	200		1	£0.89	£0.89	£0.89
Trish White Mild Cheddar Slices	200	g	1	£1.38	£1.38	£1.38
Souda Slices	400	g	1	£3.29	£3.29	£2.29
Mash Direct Mashed Turnip	400	g	1	£1.75	£1.75	£1.75
	1000	9	1	£4.99	£4.99	£4.99
Beef Lasagne Italian Style Salad	170	g	1	£4.99	£4.99	£4.99
Italian Style Salad		g	1			
Salted Butter 250g Semi-Skimmed Milk 2L 1.5%	250	g 	1	£1.98	£1.98	£1.98
	2000	ml	1	£1.58	£1.58 £0.95	£1.58
'omato Ketchup Thai Graam Granne Daata	560	9	I	£0.95		£0.95
Thai Green Curry Paste	200	9	I	£1.99	£1.99	£1.99
Deluxe Pasta Sauce - Chilli & Tomato	350	g	1	£1.79	£1.79	£1.79
Sold Blend Tea 80 Pack	80	each		£1.89	£1.89	£1.89
Choco Rice	500	9		£1.04	£1.04	£1.04
Basmati Rice	1000	9	1	£1.69	£1.69	£1.69
Vholewheat Fusilli	500	9		£0.69	£0.69	£0.69
Strawberry Preserve	350	9	1	£1.69	£1.69	£1.69
Chocolate Hazelnut Spread	400	9	1	£1.59	£1.59	£1.59
Stock Pots Beef	96	9	1	£1.15	£1.15	£1.15
emon & Lime Zero 4.8g / 0g	2000	ml	1	£0.57	£0.57	£0.57
Mixed Nuts	200	9	1	£1.89	£1.89	£1.89
Mars Bars 4 pack	158	9	1	£1.77	£1.77	£1.77
Sweet Bags Pencils	75	9	1	£0.59	£0.59	£0.59
Mini Muffins 18pk	375	9	1	£2.09	£2.09	£2.09
Medium Sliced White Pan	800	9	1	£0.73	£0.73	£0.73
Pancakes	280	g	1	£1.05	£1.05	£1.05
Anti Dandruff Shampoo	500	ml	1	£1.39	£1.39	£1.39
Colgate Total Active Prevention	75	ml	1	£2.32	£2.32	£2.32
uxury Soft Toilet Tissue	880	sheets	1	£1.29	£1.29	£1.29
Pedal Bin Liners 25L	750	l	1	£1.49	£1.49	£1.49
Chicken Breast Fillets	650	9	1	£4.49	£4.49	£4.49
Northern Irish Pork Loin Medallions	300	9	1	£2.99	£2.99	£2.99
Beef Mince (5%)	500	9	1	£4.78	£4.78	£4.78
2 Meatballs NI	340	9	1	£3.49	£3.49	£3.49
Golden Delicious Apples	6	pack	1	£1.85	£1.85	£1.85
Organic Potatoes	2000	g	1	£1.99	£1.99	£1.99
Carrots	1000	9	1	£0.69	£0.69	£0.69
Baby corn	130	g	1	£0.96	£0.96	£0.96
Deluxe Tenderstem Broccoli	200	g	1	£1.59	£1.59	£1.59
Cranberry Juice Drink 4.8g (No Added Sugar)	1000	ml	1	£1.19	£1.19	£1.19
Fairtrade Organic Bananas	6	piece	1	£1.65	£1.65	£0.89
			Total	£94.75	£94.75	£92.41

We then excluded several items from the receipt after completing both shops. For the Lidl shop, these include:

Description	Weight	Weight Measurement	Quantity	Price/ Unit	Total Price	Lidl Plus
Plain Breaded Shredded Chicken (No Private Label Variant available in Tesco)	380	g	1	£3.25	£3.25	£3.25
Organic Honey (No Private Label Variant available in Tesco)	454	g	1	£3.29	£3.29	£3.29
Turkey Bacon Rashers (Unsmoked) (No Private Label Variant available in Tesco)	150	9	1	£1.69	£1.69	£1.69
Fresh Turkey Breast Steaks (No Private Label Variant available in Tesco)	400	9	1	£4.39	£4.39	£3.59
Italian Cherry Tomatoes (Product not available in Tesco)	400	g	1	£0.79	£0.79	£0.79
Croissant Almond (Product not available in Tesco)	85	g	4	£0.79	£2.50	£2.50
			Excluded Items		£15.91	£15.11

The total of the included & excluded item lists is £107.52 the same as the receipt!



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

Cheve Party Restrict Ville			
		1 Tesco Tomato Ketchup 560g 1 Tesco Gold Blend S0 Testo	blood as a
AD IGA		250g	£2.65
TESCO		1 Rowse Organic Squeezy Honey 340g	£0.80 £3.85
Newry Extra		1 Tesco Thai Green Curry Paste 180g	£2.25
Any questions please via www.tesco.com/store-loca VAT Number: G8 220 4302		1 Tesco Unsaited Mixed Nuts Snacks 200 G	£2.60
1 Cookstown 8 Pork Sausages 454 1 Tesco Pancakes 8 Pack 1 Tesco Whole Wheat Fusilli Pasta 500g 1 Yoplait Forbes Yeah	g £2.50	1 Mars Chocolate Bars Multipack 4 X 39,40 157 50	£1.75
Pasta 500g	20.75	luces no Auded Sugar Chanberry	£1.35
1 Yoplait Frubes Yoghurt Tubes Strawberry, Red Berry & Peach 9x37g	£2.25	Conserve 340g	£2.55
CC £1.50		Spread 400g	£1.69
Pasta Sauce 240-	£2.00	80g	
1 Tesco 50% Less Fat Soft Chasses		1 Tesco Semi-skimmed Milk 2 Litres	£1.60
	×1.00	1 Tesco Carrots 1kg	00 00
Chicken Breast Filless	£4.25		63.00
Chicken Breast Fillets 220g		1 Mesco Ni Salted Butter 250g	62 15
1 Tesco British Chicken Breast Fillets 650g	£4.79	1 Mash Direct Mashed Turnip 400g	£1.90
1 Tesco Northern Irish Pork Loin Medallion Steele con	£4.50	1 Tesco Beet Meatballs 336g 1 Tesco Ni Salted Butter 250g 1 Mash Direct Mashed Turnip 400g 1 Tesco Fairtrade Organic Bananas 5 Pack Cc £1.30 1 Tesco Beef Stockpot 4 Pack	£1.50
1 Tesco Rasmati Dice tin		Cc £1.30	-02 03-
Oven Chips 950g	\$2.65	112g	£1.30
1 Ballyfree Turkey Rashers 150g	£2.60 £4.00	Prevention Original Toothpaste 75ml	£4.50
(640g)	£2.75	1 Tesco 2 In 1 Anti-dandruff	-£2.00 £1.10
1 Tesco Stonebaked Double Pepperoni Pizza 350g	£1.60	1 Tesco Greek Style Natural	
Creams 8 X 50ml	£4.25	1 Tesco Luxury Soft White Toilet	
Chocolatey Cercal 500	£1.20	Tradue 4 No113	
1 Tesco Mixed Leaf Salad 120g Cc 95p	19	Subtotal :	0100.00
Co Ofe	£1 10	Savings:	-02.10
1 Tesco 30 Pedal Big Lines on	-£0.15	Subtotal: Savings: Promotions:	-02.10
1 Tesco Northern Irish Lean Beef Steak Mince 57 Fat 5000	\$2.25		23.10
1 Creanfields 10 Mild Chains	£4.49	TOTAL: Card	£126.98
011668 2000	A. 20		
1 Tesco Baby Corn 130g 1 Tesco Chocolate Chip Mini Muffins 16 Pack	£1.45 £2.90	Clubcard points earned: Clubcard points balance: Master Card AID: A0000000 Number: ####################################	126 408
* 105CO Urganic Potatoso t E			
460g	£1.80 £6.05	Master Card AID: A0000000	0041010
1 Tesco Honey Roast Ham Slices 400g	£2.39		
1 Tesco Tenderstem Broccoli 200g 1 Tesco Golden Delicious Apple Minimum 5 Pack	£1.60 £1.70	Authorisation code: Merchant: **	677765
1 Diggerschispy Shredded Chicken 320g	£3.85		BIBI
 Tesco Medium Sliced White Bread 800g 	£0.74	3S7U-19UJ-U04F-92MA	
1 Tesco Sunflower Seeds 200-	c2 c2	VID BOOK	
	£3.00 £3.50	15/07/2025 09:49 Store: 5031 Checkout	: 019

The total receipt of the shop came to £126.98. However, the figure on our advertising is £113.54. How did we get to this figure?

Same as Lidl, 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.

In addition, 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). For example: In Lidl, our 250g packet of Sunflower Seeds is £1.25. The comparable product in Tesco is their 300g packet of Sunflower Seeds for £3.00. The pro-rata considers the difference in weights and works out the price of the Tesco Sunflower Seeds as if it was a 250g product. This calculation shows that 250g of Sunflower Seeds in Tesco would be £2.50, whereas at Lidl it is only £1.25 – so you're far better off shopping at Lidl! This is displayed in the right side columns.

Description	Weight	Weight Measurement	Quantity	Price/ Unit	Total Price	Pro Rata per Unit	Total Pro Ra
Fesco Sunflower Seeds	300	g	1	£3.00	£3.00	£2.50	£2.50
Tesco Mini Chocolate Icecreams	400	ml	1	£4.25	£4.25	£6.38	£6.38
Tesco Stonebaked Double Pepperoni	350	g	1	£1.60	£1.60	£1.51	£1.51
Pizza				-			
Tesco Steam Bags Carrot, Broccoli & Corn	640	g	1	£2.75	£2.75	£2.75	£2.75
Tesco Homestyle Straight Cut Oven Chips 950G	950	9	1	£2.65	£2.65	£2.79	£2.79
Cookstown Pork Sausages	454	g	1	£2.50	£2.50	£2.50	£2.50
Tesco Spanish Chorizo Slice	80	g	1	£1.05	£1.05	£1.58	£1.58
Tesco 2 Cooked Skinless Chicken Breast Fillets 220G	220	9	1	£4.25	£4.25	£4.83	£4.83
Tesco Honey Roast Ham	400	g	1	£2.39	£2.39	£ 1.91	£1.91
Greek Style Yoghurt	1000	g	1	£1.95	£1.95	£1.95	£1.95
Yoplait Frubes	333	g	1	£1.50	£1.50	£1.50	£1.50
Tesco 50% Less Fat Soft Cheese 200G	200	g	1	£1.50	£1.50	£1.50	£1.50
Creamfields Mild Cheddar Cheese Slices	200	9	1	£1.50	£1.50	£1.50	£1.50
Tesco Gouda Slices	250	g	1	£2.85	£2.85	£4.56	£4.56
Mash Direct Mashed Turnip 400G	400	g	1	£1.90	£1.90	£1.90	£1.90
Beef Lasagne	750	g	1	£4.00	£4.00	£5.33	£5.33
Tesco Mixed Leaf Salad 120G	120	g	1	£0.95	£0.95	£1.35	£1.35
Tesco Ni Salted Butter 250G	250	g	1	£2.15	£2.15	£2.15	£2.15
Tesco Semi-Skimmed Milk 2 Litres	2000	ml	1	£1.60	£1.60	£1.60	£1.60
Tesco Tomato Ketchup	560		1	£1.00	£1.00	£1.00	£1.00
Thai Green Curry Paste	180	g	1	£2.25	£2.25	£2.50	£2.50
Tesco Finest Pasta Sauce - Chilli & Tomato	340	g	1	£2.00	£2.00	£2.06	£2.06
Tesco Gold Blend 80 Teabags 250G	80	each	1	£2.65	£2.65	£2.65	£2.65
Tesco Choco Snaps	500	g	1	£1.20	£1.20	£1.20	£1.20
Tesco Basmati Rice	1000	g	1	£1.79	£1.79	£1.79	£1.79
Tesco Wholewheat Fusilli	500		1	£0.75	£0.75	£0.75	£0.75
Tesco Finest Strawberry Conserve 340G		g	1	£2.55	£2.55	£2.63	£0.75 £2.63
Tesco Chocolate Hazelnut Spread	400	g	1	£1.69	£1.69	£1.69	£1.69
Tesco Beef Stockpot 4 Pack 112G	112	g	1	£1.50	£1.59	£1.39	£1.09 £1.29
Tesco Lemon & Lime Zero 2L	2000	g ml	1	£0.80	£0.80	£0.80	£0.80
Tesco Mixed Nuts 200G	2000		1	£2.60	£2.60	£0.80	£0.80 £2.60
	158	g	1	£1.75	£1.75	£2.80	£2.80 £1.75
Mars Bar 4 pack		g	1				
Tesco Strawberry Pencils	75 400	g	1	£0.75	£0.75	£0.75	£0.75
Tesco Chocolate Chip Mini Muffins 16 Pack		g		£2.90	£2.90	£2.72	£2.72
Tesco Medium Sliced White Bread 800g	800	9	1	£0.74	£0.74	£0.74	£0.74
Tesco Pancakes 8 Pack	320	g	1	£1.10	£1.10	£0.96	£0.96
Tesco 2 In 1 Anti-Dandruff Shampoo 300Ml	300	ml	1	£1.10	£1.10	£1.83	£1.83
Colgate Total Active Prevention	75	ml	1	£2.50	£2.50	£2.50	£2.50
Tesco Luxury Soft Toilet Tissue	880	sheet	1	£1.35	£1.35	£1.35	£1.35
Tesco Pedal Bin Liners 22L	660	<u>ι</u>	1	£2.25	£2.25	£2.56	£2.56
Tesco British Chicken Fillets	650	g	1	£4.79	£4.79	£4.79	£4.79
Tesco Northern Irish Pork Loin Medal- lion Steaks 400g	400	g	1	£4.50	£4.50	£3.38	£3.38
Tesco Beef Mince 5%	500	g	1	£4.49	£4.49	£4.49	£4.49
Tesco NI Meatballs	336	g	1	£3.90	£3.90	£3.95	£3.95
Tesco Golden Delicious Apples	6	pack	1	£1.70	£1.70	£ 1.70	£1.70
Tesco Organic White Potatoes	1500	g	1	£1.80	£1.80	£2.40	£2.40
Tesco Carrots	1000	g	1	£0.69	£0.69	£0.69	£0.69
Tesco Baby Corn	130	g	1	£1.45	£1.45	£1.45	£1.45
Fesco Tenderstem Broccoli	200	g	1	£1.60	£1.60	£1.60	£1.60
Tesco Cranberry Juice Drink 1 Litre (No added Sugar)	1000	ml	1	£1.35	£1.35	£1.35	£1.35
Tesco Fairtrade Organic Bananas	5	pack	1	£1.30	£1.30	£1.56	£1.56
-							

All the same items were excluded in between the Lidl & Tesco shop. Below we have also included an explanation as to why we have excluded these from the final total.

Description	Weight	Weight Measurement	Quantity	Total Price	Total Price/Clubcard Price
Diggers Crispy Shredded Chicken (No Private Label variant available)	320	g	1	£3.85	£3.85
Rowse Organic Squeezy Honey <mark>(No Private Label variant available)</mark>	340	g	1	£3.85	£3.85
Ballyfree Turkey Bacon Rashers (Unsmoked) (No Private Label variant available)	150	g	1	£2.60	£2.60
McCagheys Turkey Breast Steaks (No Private Label variant available)	460	g	1	£6.05	£6.05
Tesco Italian Cherry Tomatoes 400G <mark>(Product not available)</mark>	425	ml	1		
Tesco All Butter Chocolate Croissant (No Almond Available)	85	g	2	£1.75	£3.50
				Total	£19.85

And it doesn't stop there! The above table uses the Tesco Clubcard prices! However, we also remembered to pro-rata these – to help give Tesco the maximum Clubcard Savings figure. For this, we calculated the discount as if it was the same weight as Lidl's item.

Tesco Product Description	Tesco Weight Product	Lidl Weight Product	Tesco Clubcard Discount	Tesco Pro-rata Clubcard Discount
Yoplait Frubes	333g	333g	£0.75	£0.75
Tesco Mixed Lead Salad	170g	150g	£0.15	£0.21
Colgate Active Prevention Toothpaste	75ml	75ml	£2.00	£2.00
Tesco Fairtrade Organic Toothpaste	5 pack	6 pack	£0.20	£0.24

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



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