

More Go Full Lidl for Less

The below substantiation covers the “Fajita Kit Comparison” advertisement with the referenced shop date 31st July 2025. In this document, you will find full shopping receipts and information on where and when the shops took place.

Happy reading. And more importantly, happy saving!

Lidl Shop		
Fajita Dinner Kit (Mild)	505g	£1.69
Fresh Sour Cream 25% Fat	200ml	£0.63
Guacamole Dip	150g	£0.89
	TOTAL	£3.21
“Another Supermarket”		
Old El Paso Smoky BBQ	500g	£3.78
Fajita Mild Dinner Kit		£3.78



The Lidl shop took place in Lidl, Holywood, Belfast on 31st July 2025. Here is the final receipt:



Savings of £0.30 refers to a permanent price drop for this item which occurred on the 5th June 2025. This price will not be increased for the foreseeable.

“Another Supermarket” shop.

This shop took place in a nearby competitor supermarket on 31st July 2025. Here is the final receipt:



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 multi-buy promotion.

The purpose of the comparison is to compare the price of a brand to the price of its private label equivalent in Lidl, alongside other items you can purchase for less than the cost of the branded item. We understand the “Another Supermarket” referenced has private label variants of this item on sale that are like-for-like with Lidl’s private label.

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