

## Lidl Pinot Grigio Blush Rosé vs Whispering Angel Price Comparison Substantiation.

**Date: 23/05/2025**

Prices correct at time of print, comparison shop completed on 23/05/2025. Whispering Angel shopped in Sainsbury's, Hollywood Exchange and Lidl's Pinot Grigio Blush Rosé shopped in Lidl, Hollywood. 54% people preferred Lidl's Pinot Grigio Blush based off blind taste test event across 320 participants that took place in Belfast between 22<sup>nd</sup> – 24<sup>th</sup> November 2024.

For full details, please see: [Lidl-ni.co.uk/Comparisons](http://Lidl-ni.co.uk/Comparisons)

### **Lidl, Hollywood Receipt:**



### Sainsbury's, Hollywood Exchange Receipt:

It is noted that Whispering Angel was on offer using the Nectar Card on 23/05/2025 and this offer was availed of at checkout, a total reduction of £3.00.



### Vino Sensoria – Blind Taste Test Details:

Blind Taste Test PR event “Vino Sensoria” took place in Belfast between the 22<sup>nd</sup> to 24<sup>th</sup> November in 2024. When 320 participants were asked whether they preferred Lidl’s Pinot Grigio Blush Rosé or Whispering Angel Rosé, the results were as follows:

Lidl’s Pinot Grigio Blush Rosé: 177 preferred.

Whispering Angel Rosé: 143 preferred.

Therefore, 55% of people preferred Lidl’s rosé.