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, Holywood Exchange and Lidl's Pinot Grigio Blush Rosé shopped in Lidl, Holywood. 54% people preferred Lidl's Pinot Grigio Blush based off blind taste test event across 320 participants that took place in Belfast between $22^{nd} - 24^{th}$ November 2024.

For full details, please see: Lidl-ni.co.uk/Comparisons

Lidl, Holywood Receipt:



Sainsbury's, Holywood 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.

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Vino Sensoria – Blind Taste Test Details:

Blind Taste Test PR event "Vino Sensoria" took place in Belfast between the 22nd to 24th 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.