Larnaca, 26/07/2024

**Lidl Cyprus celebrated the opening of its 3rd store in Paphos and 21st store in Cyprus**

**A significant investment of €4 million, with a total area of ​​2,334 sq.m., a sales area of ​​1,470 sq.m., 8 cashiers and 1 cashier for the disabled.**

In a **major expansion of its retail network**, **Lidl Cyprus** opened its newest store in the **Neon Mall of Pafos on Wednesday 24 July**, marking the 3rd Lidl store in a row in the Paphos district and the 21st in Cyprus. The opening ceremony was attended by distinguished guests, including local officials, partners and members of the company, friends and Media representatives.

The new store, which occupies an impressive area of **​​2,336 m2, with a sales area of ​​1,470 m2**, is equipped with **8 customer service cashiers**, **including one specially configured to serve people with disabilities (PWD)**. Reflecting Lidl's commitment to sustainability and modernisation, the store features **environmentally friendly refrigeration units** powered by R-290 propane and has a fully **automated ordering system** to optimise inventory management and reduce food waste.

In his speech, **Mr. Vassilis Lagogiannis, Regional Managing Director of Lidl Cyprus**, praised the store’s advanced features and the company's continuous commitment to the needs of the local community as well as sustainable practices. *"This new state-of-the-art store," he emphasised, "represents a significant investment of €4 million and highlights our sincere commitment to meet the growing needs of Paphos residents. Aligned with our global standards, this smart store incorporates cutting-edge technology and sustainable practices, thus ensuring an efficient and environmentally friendly shopping experience.”*

The opening event was not only a celebration of the new store, but also a platform to confirm Lidl Cyprus’ important role in supporting the local economy and producers. *"Our cooperation with more than* ***90 Cypriot suppliers*** *has allowed us to offer* ***more than 3,000 product lines****,"* added Mr. Lagogiannis. "*These partnerships are a testament to our commitment to providing fresh, high-quality products at the best possible price*."

During the event, **Mr. Georgios Mais, President of PCCI (Pafos Chamber of Commerce & Industry)**, also addressed his own greeting, who during his speech characteristically mentioned: "*The dynamic presence and rapid development of Lidl supermarkets in our country, testifies in itself, that the public has embraced the shopping experience as offered by the group.” "It would be negligent of me not to mention Lidl supermarkets’ contribution to improving competition as well as the quality of goods and services offered, which clearly benefits consumers,"* he added.

The festivities continued the next day, **Thursday July 25**, with the **official opening of the store to the wider public**. Welcoming its first customers, Lidl Cyprus prepared many surprises, special offers and Lidl treats of delicacies and drinks, in a festive atmosphere that highlighted the high level shopping experience that Lidl offers.

The new Lidl store in Paphos is another beacon of modern retail, embodying the company's commitment to quality, sustainability, supporting the local community and offering products with the best price-quality ratio.

**Visit Lidl Cyprus online:**

[**corporate.lidl.com.cy**](https://corporate.lidl.com.cy/el/)

**team.lidl.com.cy**

[**lidlfoodacademy.com.cy**](https://www.lidlfoodacademy.com.cy/)

[**facebook.com/lidlcy**](https://www.facebook.com/lidlcy)

[**instagram.com/lidl\_cyprus**](https://www.instagram.com/lidl_cyprus/)

**youtube.com/lidlcyprus**

[**twitter.com/Lidl\_Cyprus\_**](https://twitter.com/Lidl_Cyprus_)

[**linkedin.com/company/lidl-cyprus**](https://www.linkedin.com/company/lidl-cyprus)