Larnaca, 07/11/2024

**Lidl Cyprus gives new life to fruit and vegetables with the 'Choose me' bag**

**With a new initiative, Lidl Cyprus invites all its customers to choose the "Choose me" bag and help reduce food waste, while saving money on their daily purchases.**

**Lidl Cyprus** has recently proudly presented its new initiative, the **"Choose Me"** bag, which includes fruit and vegetables and is part of the **Project Food Waste Concept**. This innovative action aims to reduce food waste by offering a second chance to sell products that may have minor visual defects, but remain of good quality and suitable for consumption.

To achieve this goal, Lidl Cyprus invests in the prevention of food waste, following the **European Union's** food recovery guidelines, as defined in the **Food Waste pyramid**. This initiative is part of the first level of the pyramid, which is about Avoidance through various practices, such as optimizing ordering processes and additional discounts. These practices, combined with United Nations recommendations for measuring food waste, guide the company's actions.

Since 2020, **Lidl** has committed to reducing food waste by **-50%** by 2030, compared to 2018. All divisions of the Schwarz group, which owns Lidl, are working towards this goal, which is aligned with the **Sustainable Development Goals of the United Nations**.

The **"Choose me"** bag offers **Lidl** Cyprus customers the opportunity to buy fruit and vegetables at the preferential price of 2 euros for products weighing up to 4kg, thus contributing to the fight against food waste. Each bag contains fresh fruit and vegetables that have been carefully selected, ensuring they meet Lidl's quality standards, regardless of any minor imperfections.

This initiative aims to **reduce food waste** and **change** **consumer attitudes** towards fruit and vegetables with visual defects. More specifically, the company aims to reduce the products from its store that end up in other streams of responsible managementor are discarded due to low demand, simultaneously enhancing customer satisfaction, since it continues to offer high quality products at the most competitive prices, with a sense of responsibility against the environment.

With the action "**Choose me",** Lidl Cyprus seeks to save significant amounts of food. Based on the positive response of its customers so far and the analysis of sales data, the company estimates that approximately **153 tons of fresh fruit and vegetables per year, will be given a second chance**. It is worth noting that already since this August, the company has already managed to save over more than **2.5 tonnes of food**.

**Lidl Cyprus** remains true to its commitment to sustainability and environmental protection through innovative initiatives, offering quality products to its consumers. The **"Choose me"** action is part of the company's wider efforts for responsible food consumption, on the way to a better tomorrow.

The initiative belongs to the field of "Good for the Environment", with the main pillar of Resource Conservation, and is fully aligned with the sustainability strategy of Lidl Cyprus, which continues to invest in actions that promote sustainable development and social well-being.

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