Larnaca, 04/03/2025

**Lidl at its best: 15 years of dynamic presence in Cyprus**

**The company celebrates its 15-year journey in the country with an anniversary campaign for all the things, small and large, that it has achieved on the road to a better tomorrow.**

**Lidl Cyprus** celebrates **15 years of presence in the local market** this year, a different celebration that shows us the character of the company, but also the reason why it has reached such a high level of preference among the Cypriot public. With the slogan **“Lidl at its best”,** the company, through its 15-year journey in the Cypriot market, proves its commitment to looking ahead and constantly evolving.

Within this context, it introduces its new, 360 communication anniversary campaign, highlighting the actions it has taken with a focus on consumers, the support of Cypriot suppliers, the continuous support of the local community, as well as also the creation of new jobs and their impact on people's everyday lives, as well as on society and the environment all a whole.

“At Lidl Cyprus, for 15 years we have been evolving together with the place and the people, thanks to our unique business philosophy as well as the passion, dedication and professionalism of our approximately 700 employees. We place consumers at the center, invest in healthy, reliable partnerships with our suppliers and resolutely continue on a journey of growth, so that we’re at the top of consumers’ preferences every single day”, said **Martin Brandenburger, CEO & Chairman of the Board of Directors of Lidl Cyprus.**

The 15th anniversary of operation reflects Lidl Cyprus’ journey as a modern retail chain that, with humility, maturity as well as an action plan, works on a daily basis to make sure everyone will be able enjoy even more over the next 15 years. The company has a vision to be the first choice for consumers, business partners and employees.

Lidl Cyprus doesn’t simply celebrate what it has achieved to date. It celebrates what it does today with a vision of a **better tomorrow**. It celebrates all the small and large things that enable the company to develop. With respect for consumers, the company ensures that what is worth remaining consistent, stays the same so that it can continue to offer daily **quality products at the lowest prices** on the market.

In the context of its 15th anniversary celebration, the company is planning a multitude of actions for its consumers, partners and employees, such as **special discounts, competitions**, as well as **internal actions** for its employees and their families. Stay tuned so that you too can celebrate with us!

You can watch the film [here](https://youtu.be/KET553MGTxM).

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