Larnaca, 29/04/2025

**Lidl Cyprus celebrates 15 years with a 15% discount on all fresh pork and beef products**

**With 15 years of continuous growth and trust, the company continues to invest in competitive prices and strict quality standards for all consumers.**

**Lidl Cyprus** is celebrating **15 years of successful presence** in the Cypriot market and is celebrating with a special offer for all consumers. From **Monday 28 April until Wednesday 21 May 2025**, Lidl Cyprus is offering **-15% discount on over 50 fresh pork and beef products** in all its stores.

This initiative is part of the company's anniversary activities and is another proof of its long-standing commitment to provide quality products at affordable prices, consistently responding to the needs of the Cypriot family.

**Lidl Cyprus** places **particular emphasis on** **the freshness and safety of its meats**. Each product is selected according to **strict quality criteria**, sliced in a controlled environment, packaged in a way that preserves its taste and freshness, and transported in ideal refrigeration conditions to ensure its excellent quality until the moment of consumption. At the same time, all products are subjected to **continuous quality controls**, ensuring the confidence of the consumers who choose Lidl for their daily purchases.

Through this partnership with the Veltia Labs for Life Group, which is part of an investment of more than half a million euros per year, the company ensures these rigorous and meticulous controls its products, confirming the highest hygiene standards in the market.

With consistency and respect towards the consumer, the company **remains faithful** to its philosophy of offering **the best value for money**, ensuring for its customers both variety and economy.

**Visit Lidl Cyprus online:**

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