Larnaca, 03/06/2025

**Lidl Cyprus was distinguished as the 'Retailer of the Year' for the second consecutive year**

**The company also stood out at this year's Cyprus Retail & Sales Awards, winning a total of 22 awards, which placed it at the top of retail for yet another year.**

**Lidl Cyprus** has been named **Retailer of the Year for the second consecutive year** at the Boussias Cyprus Retail and Sales Awards 2024, which recognise businesses, practices and achievements that are paving the way for retail activity in Cyprus. This distinction comes in a particularly important year, as Lidl Cyprus **celebrates 15 years of dynamic presence in the Cypriot market**.

During these 15 years, Lidl Cyprus has managed to **establish itself as a leader in the retail sector**, offering high quality products and services to its consumers. This success, in addition to the honorary distinction of "Retail Company of the Year", is also demonstrated by the **22 awards** the company received at the Cyprus Retail and Sales Awards 2024, including:

* **2 Gold awards** for Electronic Shelf Labels (ESL) in the categories “Transformation & Innovation” and “Energy Management / Consumption Reduction”.
* **1 Gold award** for the “Next to you every moment” consulting programme in the “Employer of Choice” category.
* **1 Gold award** for the AutoDispo Automated Ordering System in the “Supply Chain” category.
* **1 Gold award** for the “Training Academy” in the “Management/Sales Executive Training & Development” category.
* **1 Gold award** for energy management (Long-term Green Investments) in the “Built Environment / “Green” Buildings” category.
* **1 Gold award** for the air conditioning and temperature monitoring programme in the cooling chain in the “Supply Chain” category.
* **1 Gold award** for corporate social responsibility actions on the road to a better tomorrow in the category “Dynamic corporate social responsibility actions”.
* **1 Gold award** for the “Purchase to pay (P2P)” programme in the category “Innovation in Management (development of information & digital systems)”.
* **1 Gold award** for the analysis of consumer behaviour, as the key to the success of a customer loyalty programme in the category “CRM & Shopper Analysis”.
* **1 Gold award** for “Lidl Plus”, the innovative electronic customer loyalty application in the category “Creation & Exploitation of Mobile Applications”.
* **1 Silver award** for the “Cooking Together - Becoming One” programme in the category “Employer of Choice”.
* **1 Silver award** for the “Purchase to pay (P2P)” programme in the category “Supply Chain”.
* **1 Silver award** for the “Thematic Weeks” in the “Shopping Experience” category.
* **1 Silver award** for the integrated management development & training programme (New Warehouse Structure) in the “Management/Sales Executive Training & Development” category.
* **1 Silver award** for actions for the environment and sustainable development in the “Energy Management / Consumption Reduction” category.
* **1 Silver award** for the “Best Buy Awards 2024” advertising campaign in the “Multi-media/communication channel advertising campaign” category.
* **1 Silver award** for the warehouse’s “LEON” program in the category “Innovation in Management (development of information & digital systems).
* **1 Bronze award** for the participation of “#teamLidl in Cyprus Pride 2024” in the category “Employer of Choice”.
* **1 Bronze award** for the “Next Level checkout process” in the category “Shopping Experience”.
* **1 Bronze award** for the “Inflation Scissors” action in the category “Sales Growth”.
* **1 Bronze award** for the digital activation “Best Buy Awards 2024” in the category “Digital Campaign”.

**Martin Brandenburger, CEO & Chairman of the Board of Directors of Lidl Cyprus**, says: *“This year’s distinction as Retail Company of the Year, for the second consecutive year, together with all 22 important distinctions, is a great recognition of the collective effort and dedication of our team. Especially this year, a milestone year due to the celebration of 15 years of operation of our company in Cyprus, this honour takes on even greater significance. Lidl Cyprus is “at its best” and this very honourable distinction seals it and at the same time accurately reflects our philosophy: to offer the best possible to customers, our people and society. We will continue to invest in innovation, sustainability and the development of our people, with the aim of shaping the future of retail, today.”*

For Lidl Cyprus, this year’s awards are a significant recognition of its **continuous and unwavering commitment to quality, innovation and responsibility**. They reflect the company’s strategy to continuously invest in modern technologies, sustainable practices and the empowerment of its people, with the aim of creating a unique shopping experience for each customer. With a **fifteen-year dynamic presence in Cyprus**, Lidl Cyprus has consistently confirmed its role as a pioneer in the retail sector. With investments exceeding 230 million euros, with 21 stores across Cyprus and more than 700 employees, the company continues to evolve and create a positive impact on the economy, society and the environment.

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