Larnaca, 26/06/2025

**Lidl Cyprus redefines freshness, investing in authenticity and locality**

**Lidl Cyprus' new campaign highlights the quality of fresh produce through a cinematic narrative that honours Cypriot land and local producers.**

**Lidl Cyprus** presents its new summer campaign **“Truly Fresh at Lidl”**, an innovative approach to promoting freshness, combining cinematic aesthetics, authentic experiences and Cypriot light. The campaign stands out for its creative concept, transforming the everyday experience of fruit and vegetables into an audiovisual journey of the senses.

In 60 seconds, **Lidl Cyprus** redefines the way freshness is communicated: with subjective shots that put the viewer in the protagonist shoe’s; with sounds and images that evoke summer memories, and with food styling that highlights the **quality of the product**s. The campaign doesn’t simply “advertise”, but tells a story – a story of Cypriot land, everyday moments and authenticity.

Innovation isn’t limited to creativity. **Lidl Cyprus** strategically invests in **local production** and **transparency**. It’s noteworthy that **57% of its grocery comes from Cypriot suppliers**. **Over 110 fruit and vegetable** optionsare available daily, while more than **1,400 quality checks are carried out annually.**

**Lidl Cyprus** continues to innovate and stand out, winning the **Best Buy Award** in a total of 8 categories, including the “Fresh Fruit and Vegetable Department” category from the international organization **ICERTIAS**, highlighting it as the **“No. 1 company in Cyprus with the best quality-price ratio” for the year 2023/2024**.

Enjoy the campaign [here](https://youtu.be/Y9x4XeryHPk).

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