Larnaca, 31/12/2025

**Lidl Cyprus reduces prices on over 60 fresh fruits by 15%**

**The company is going ahead with a new initiative, offering all fresh fruit at even lower prices.**

True to its commitment to offering quality and value for money to every household, **Lidl Cyprus** is launching a new initiative that makes everyday enjoyment more accessible than ever. From **31 December to 14 January**, consumers will find over **60 fresh fruits with a 15% discount**.

The **daily supply** of **fresh fruit** in **Lidl Cyprus** stores is a strategic choice that reinforces the company’s commitment to **quality**, **freshness** and **consistency**. Through **stable partnerships with Cypriot suppliers** and a **modern distribution network**, the company ensures that freshness reaches its stores’ shelves – and its customers’ plate – on a daily basis.

*“With this decision, we are strengthening our customers’ access to fresh fruit, offering not only taste and quality, but real value as well. It’s a move that reflects our philosophy: daily support through actions,”* said **Martin Brandenburger, CEO and Chairman of the Board of Lidl Cyprus**.

**Lidl Cyprus** is steadily strengthening its relationship of trust with consumers, reaffirming its commitment to offering **freshness**, **quality** and **value for money** in every market it operates in. Its goal remains to improve the everyday life of every household, through choices that combine value and taste.

**Visit Lidl Cyprus online:**

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