Larnaca, 7/7/2021

**Lidl Cyprus’ quadruple distinction at the Cyprus Retail Excellence Awards**

**The company won 2 Gold and 2 Silver awards for its business practices and innovative actions in the Cypriot retail market**

Lidl Cyprus was awarded four prizes in the Cyprus Retail Excellence Awards 2020, an institution that was established in order to highlight the best practices and innovative actions in the Cypriot retail market of products and services.

Specifically, Lidl Cyprus won the following awards:

* Gold award in the category "Direct / Experiential / Live Campaign" for the Lidl Food Academy, a pan-European innovation in Cyprus. The company was inspired and created a place of learning, education and socialising, by organising cooking classes, nutrition seminars, food tasting, wine tasting, theme nights, free for all its customers.
* Gold award in the category "Advertising Campaign" for the "10 years Lidl, 10 years Quality for Less" anniversary campaign which aimed to enhance the sense of pride of those who choose Lidl Cyprus for their purchases, thus being part of the new culture and the European concept that Lidl represents in shopping, consistently implementing the brand promise "Quality for less" on a daily basis.
* Silver award in the category "Contribution to Employment" for the development of the Employer Value Proposition, a strategic tool that maps the internal needs and wants of employees, the needs of potential candidates in the Cypriot market and the vision of top management.
* Silver award in the category "Creating business opportunities and meeting customer needs in the context of adapting to new data caused by the coronavirus pandemic" for the Covid-19 policy implemented by Lidl Cyprus in order to ensure the health

of employees, customers and its suppliers.

The awards ceremony took place on July 6, in Nicosia, with the participation of some of the largest companies in the Cypriot retail sector. The awards were received by Lidl Cyprus’ General Manager Spyros Kondylis, who said: "I feel very happy, because Lidl awards are directly intertwined with the philosophy of the company, which focuses on people. The two silver awards are the reward of a great team effort, which confirms, among other things, the effectiveness of the strategy we devised with the outbreak of the pandemic in order to ensure the health and safety of our employees, customers and suppliers, but also our substantial contribution to employment.

Special mention was made about the two gold awards that Lidl Cyprus won: "I am doubly proud, because Lidl is also distinguished in the field of communication, through which our messages are disseminated to society. The two awards we secured for the pan-European innovation of the Lidl Food Academy and the anniversary campaign of Lidl Cyprus, allows us to be optimistic that we are building relationships of trust on a solid basis," added Mr. Kondylis, concluding that these distinctions assign more responsibility for the future.

Lidl Cyprus operates with economic, social and environmental responsibility. Constantly evolving its business model, the company implements customer-oriented actions, the responsible use of resources, as well as interaction with its consumers, partners with mutual respect on the road to a better tomorrow.

**Visit Lidl Cyprus**

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