Larnaca, 20/03/2023

**Lidl Cyprus celebrated World Consumer Rights Day**

**With respect and responsibility towards its customers, once again, Lidl Cyprus proceeded with actions aimed at informing consumers about their rights.**

On the occasion of World Consumer Rights Day on March 15, this year, Lidl Cyprus chose to raise public awareness on consumer rights issues. Seeing as transparency, quality, reliability and excellent service are timeless values at Lidl, the company deemed this particular day as the ideal occasion to inform the wider public.

For the occasion, Lidl Vantastic, Lidl Cyprus’ now well-known mobile canteen was utilised, and from March 14 to 17 visited a total of 15 Lidl stores in the provinces of Larnaca, Nicosia, Limassol and Paphos.

At each stop, the public had the opportunity to get to know about their rights, as well as about the relevant Consumer Protection Service of the Ministry of Energy, Commerce and Industry, which ensures the enforcement of the law, enhances consumer safety, all the while promoting the improvement of informing and educating both consumers and businesses.

At the same time, the public participated in various interactive events through which Lidl Vantastic, in its own unique way, distributed gifts to everyone, reminding consumers of the best commercial practices followed by the supermarket chain.

For 13 years, Lidl Cyprus has constantly stood by its consumers, acting with a responsibility towards their needs and offering them the best quality at a low price.

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