Larnaca, 20/07/2023

**Lidl Cyprus promotes organic products and proceeds with price reductions**

**In its effort to promote a more conscious and sustainable diet, the company has proceeded to expand its range of organic products and at the same time reduce the prices of several of its products by up to 35%, which the public can purchase from its stores as from Thursday, July 20.**

For Lidl Cyprus, quality and freshness are two of the most important characteristics that govern its entire supply chain. Given this, the company offers the public high-standard products on a daily basis, both with regards to production and requirements from its partners, as well as during in all the stages that each product follows in order to reach the company’s shelves and eventually, its consumers’ shopping basket.

For this reason, the company has created a range of certified organic products, constantly offering the best - the most sustainable range at the best prices. Consumers can choose from a range of almost 300 organic products.

From Thursday, July 20, consumers will have the opportunity to purchase "organic and economic" products, with a discount of up to 35%. The public can find detailed information about the products here.

The way we eat has a huge impact on our health and the environment and that is why Lidl Cyprus has adopted a series of measures to offer its consumers the most sustainable range of products at the best price.

**Visit Lidl Cyprus online:**

**team.lidl.com.cy**

[**corporate.lidl.com.cy**](https://corporate.lidl.com.cy/el/)

[**lidlfoodacademy.com.cy**](https://www.lidlfoodacademy.com.cy/)

[**facebook.com/lidlcy**](https://www.facebook.com/lidlcy)

[**instagram.com/lidl\_cyprus**](https://www.instagram.com/lidl_cyprus/)

**youtube.com/lidlcyprus**

[**twitter.com/Lidl\_Cyprus\_**](https://twitter.com/Lidl_Cyprus_)

[**linkedin.com/company/lidl-cyprus**](https://www.linkedin.com/company/lidl-cyprus)