Larnaca, 26/02/2025

**Lidl Cyprus remains true to tradition with the most options for Lent**

**The company welcomes Lent with quality, tradition and more than 75 fasting options, combining authentic flavors with innovative suggestions.**

**Lidl Cyprus**, dedicated to its mission to offer high-quality products at the most competitive prices on the market, presents this year’s **Lent** campaign, emphasizing variety, **innovation** and **delicious tradition**.

**With more than 75 Lent flavors in the “LENT” product line, Lidl Cyprus** allows consumers to choose from beloved traditional flavors as well as original modern creations. The company’s goal is to cover **all nutritional needs** of the season, with an emphasis on **quality**, **deliciousness** and **innovative suggestions.**

**Lidl Cyprus’** new campaign captures the joy of Lent through a dynamic TV spot. The video includes fast paced editing, vibrant colors and “satisfying” images, in which a variety of Lent options and creativity for every easter dinner table are highlighted.

**Lidl Cyprus** remains firmly committed to satisfying its consumers, offering choices that combine tradition with modern dietary trends.

Enjoy the video [here](https://youtu.be/QPoWWGNFs54).

**Visit Lidl Cyprus online:**

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