Larnaca, 26/08/2025

**Lidl Cyprus is committed to combating food waste by raising awareness among the general public with the aim of a better tomorrow**

With full awareness and responsibility towards society and the environment, Lidl Cyprus is implementing the "Our Strength" campaign with respect for food and the aim of raising awareness about responsible consumption.

**Lidl Cyprus** fully understands that food waste is a serious global problem, with significant impacts on the environment, society and the economy. Within this framework, it has created its new corporate responsibility campaign **"Our Strength"** in order to make the concept of food waste more widely known, a concept linked to the responsible supply chain, responsible consumption and sustainable nutrition.

The campaign focuses on reducing food waste, in a world characterised by abundance and overconsumption, conveying the message that through better choices, we all have the power to create a more sustainable world.

The **Food Waste Pyramid** is the central reference point and foundation for the planning of all the company's actions. **Lidl Cyprus** operates at the **first and most critical level of the pyramid** — the avoidance, redistribution and processing of food for human consumption — thus strengthening prevention before food becomes waste. In this way, it highlights the importance of responsibility towards people and the environment, through an approach that combines social contribution with sustainable development.

The company strategically invests in **four key pillars of action**, aiming at sustainable development and responsible management of resources:

1. **High-performance ordering processes:** Through advanced forecasting systems, the exact quantity of orders is ensured, limiting food waste and environmental burden.
2. **Freshness concept - Targeted price reduction:** Products are offered at a discount, enhancing their consumption and reducing losses.
3. **“Choose me” fruit and vegetable bag:** With the “Choose me” bag, fruits and vegetables with minor visual defects are offered for sale.
4. **Responsible management of plant and animal products:** Animal by-products and organic waste are utilised for the production of fertilisers, biogas and animal feed, with the aim of reducing waste.

With a wide range of communication media, the company continues its commitment – which began in 2020 – to reduce food waste as a priority for its business activity. As a member of the **Schwarz** group, **Lidl Cyprus** is committed to this goal, fully aligned with the **UN Sustainable Development Goals,** to reduce food waste by 50% by 2030.

**Lidl Cyprus** confirms its commitment to act substantively and with long-term planning, implementing initiatives with a sense of responsibility towards society and the environment. A commitment that defines the present and shapes a more sustainable future for all.

See the company's new campaign **here (link)**.

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