Larnaca, 04/09/2025

**Lidl Cyprus reduces prices on all baked goods by 15% and launches a humorous campaign**

**The company is now offering all popular baked goods at 15% cheaper.**

**Lidl Cyprus** is launching an initiative to lighten the burden on consumers and increase everyday enjoyment. From **September 4 to October 1, 2025**, the company will **reduce prices on all popular, freshly baked pastries by 15%**. The campaign is accompanied by a new, humorous advertising campaign entitled **“Rumors Say”.**

*“In these times, it is particularly important for us to provide immediate relief to our customers,”* explains **Martin Brandenburger, CEO and Chairman of the Board of Lidl Cyprus**. *“Our Bakery is the heart of many of our stores and our customers seem to particularly love our freshly baked products. By deciding to reduce prices, we are making our bakery goods even more accessible to everyone and we are thanking our customers for their preference and loyalty.”*

The price reduction is part of **Lidl Cyprus’ ongoing commitment** to offering **high quality at competitive prices**. Customers can look forward to a **wide variety** of baked goods – from savory to sweet pastries, with **natural ingredients** and **authentic recipes**. The products are freshly baked in stores several times a day in order to guarantee taste and freshness right up until the moment of purchase.

The new communication campaign highlights the emotional loyalty of customers and focuses on the irresistible charm of Lidl pastries. The humorous TV spot entitled “Rumors Say” honestly depicts the small, everyday joys we experience and the strong emotional connection that customers have with freshly baked products.

Consumers once again recognise Lidl Cyprus for the best value for money. Consumer confidence in Lidl Cyprus is confirmed by independent awards. The international institute **ICERTIAS** once again awarded the company with the **"Best Buy Award"** in thirteen categories, including the prestigious **"Bakery Products"** category, placing it at the top of consumer preferences and highlighting it as **"No.1 company in Cyprus for the quality-price ratio for the period 2025/2026"**. This recognition underlines Lidl Cyprus' position as a reliable partner for everyday shopping.

With this initiative, Lidl Cyprus continues to invest in consumer trust and confirms its promise to combine **taste**, **quality** and **value** to improve the lives of every household.

You can watch the film [here](https://youtu.be/MlcM_DH5vo0).

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