Larnaca, 11/09/2025

**Lidl Cyprus: Top in quality and recognition**

**By winning the international Superior Taste Award for its products, the company confirms that quality and taste remain at the center of the consumer experience.**

**Remaining committed to quality and taste, Lidl Cyprus** stood out with its products at the **Superior Taste Award**. This is an important international recognition that confirms that the shopping experience at Lidl always focuses on consumers and their needs. *“At* ***Lidl Cyprus****, quality is never negotiable,”* said **Martin Brandenburger, CEO and Chairman of the Board of Lidl Cyprus**, and this distinction best confirms this commitment of the company.

The **Superior Taste Awards** are presented by the **International Taste Institute** based in **Brussels**, one of the world's leading organisations in the field of tasting. Professional chefs and tasters, through rigorous blind tastings, evaluate products based on five key criteria: first impression, appearance, aroma, texture and of course taste. The products that stood out include the extra virgin olive oil Chania Crete PGI, the manouri PDO Thessaly Noma, pork sausages and many more, which bring to the table of every household the authenticity and richness of the tradition of local food.

Each star that accompanies the packaging of the awarded products is a clear proof of the quality that **Lidl Cyprus** manages to offer every single day. On the occasion of this important distinction, **Lidl Cyprus** invites consumers to try its award-winning products, offering them with a **-20% discount** in all its stores. A typical example is the Chania Crete PGI extra virgin olive oil, which the company's customers will be able to purchase for just €9.59.

This recognition is an inspiration for the company to continue to consistently invest in quality and bring consumers products that combine authentic taste, affordable prices and value. Because at **Lidl Cyprus**, quality is not just a promise, it’s a daily practice that reaches every household.

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