Larnaca, 02/04/2024

**Lidl Cyprus was awarded ‘Retail Business of the Year’**

**The company apart from the honorary distinction as the ‘Retail Business of the Year’, won a total of 11 awards at this year's Cyprus Retail and Sales Awards.**

**Lidl Cyprus** stood out at this year's **Cyprus Retail and Sales Awards**, which highlight practices and achievements that pave the way for commercial activity in Cyprus. The company managed to attain very important distinctions, which led to Lidl Cyprus being named **‘Retail Business of the Year’** at the said institution, proving in practice that it is constantly evolving and innovating in every possible way, adopting practices that adequately respond to challenges of one of the most competitive and demanding sectors, such as sales.

*"Our award as the "Retail Company of the Year" is the result of teamwork. At Lidl Cyprus, no one works alone, but together. And together these are the results!"* said **Mr. Vasilis Lagogiannis, Regional Manager of Lidl Cyprus** upon receiving the great award. In addition to the honorary distinction of ‘Retail Business of the Year’ by the specific institution, the company managed to win an additional 11 awards. More specifically:

* **1 Platinum award, 2 Gold awards and 1 Silver award** for **Electronic Price Labels (ESL-Electronic Shelf Labels)** in categories ‘CRM & Shopper Analysis’, “Transformation & Innovation', ‘Energy 'Management / Consumption Reduction" and ‘Sales Department of the Year’ respectively.
* **3 Gold awards** for the **Automated Ordering System AutoDispo** in the categories ‘Supply Chain’, ‘Sales Department of the Year’ and ‘Multichannel/ Omnichannel Retail Network (digital technologies & information and transaction services)'.
* **Silver award** for the **‘Demand Curve’** Work Programme in ‘Shopping Experience’ category.
* **Silver award** for the **‘Lidl - Mobile Office’** Programme in the category ‘Creation & Utilisation of Mobile Applications’.
* **Bronze award** for **‘Store Process Portal’** in the category ‘Education & Sales Management Development’.
* **Bronze award** for the **‘PEP 2.0 Programme – Automations in creating a work plan’** in the category ‘Innovation in Management (development of information &amp; digital systems)'.

For Lidl Cyprus, these awards are, beyond an honour, one of its greatest responsibility towards the consumer public, thus aiming for continuous innovation and development of the Sales sector, through the adoption of practices and programmes that benefit both its customers and its employees, as well as loyal to its commitment to offering products with the best price-quality ratio.

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