

NEW LIDL STORE SET TO OPEN IN WOLVERTON

Lidl UK has today confirmed that its new supermarket on Stratford Road in Wolverton, will open its doors for the first time on Thursday 20th September.

Customers are invited to attend the ribbon-cutting ceremony at 8am and will be offered the chance to sample some of Lidl's award winning products throughout the day, along with exclusive deals and offers on selected products for the first week of opening. These include a facial cleansing brush (£12.99, RRP £24.99) from Thursday 20th, a reversible all seasons duvet double (£9.99, RRP £19.99) from Friday 21st, and an espresso machine (£39.99, RRP £79.99) from Saturday 22nd September.

The new supermarket forms part of the company's ongoing expansion and regeneration plans in the UK and has created up to 40 new jobs for the local community. The store has a 1,424m² sales area and features facilities such as an in-store bakery, longer-style tills with dual packing, customer toilets and baby changing.

Lidl UK's Regional Head of Property, Jeremy Lee, commented: "We would like to thank all those who have played a part in bringing this new Lidl store to Wolverton. It is great for us to be able to create more jobs and investment opportunities in the area, and we can't wait to start serving our multi-award winning products to the local community."

Lidl UK has experienced continued growth over the years as consumers flock to the supermarket to discover its great value products – more than two thirds of which are British sourced - ranging from quality fruit and vegetables, to premium wines from its much coveted Wine Tour collections. Its ongoing success shows no signs of slowing, with the latest Kantar Worldpanel results highlighting Lidl's continued success with increased sales year on year and market share high of 5.5%.

ENDS

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