



Lidl UK

2017 Pledge

This is an UK wide pledge

This commitment will be implemented by October 2018

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Retailers commit to re-evaluate the way they sell vegetables, adopting new measures to drive increased consumption while maintaining their existing commitments to reduce waste.

This aligns with point 1 on the Commitments Framework

Commitment Details

Of the 22 actions in the menu, 17 are relevant to Lidl. Of these Lidl will commit to 9 actions, 3 of which are new commitments. We will also commit to 2 additional actions (beyond the 22) and in the final section of the form. Specifically we will:

1. As a minimum we will advertise veg monthly through our owned print and digital channels. Additionally, we will endeavour to advertise veg through our external print advertising channels. (Advertising 2)
2. We will continue to advertise veg through 'Pick of the Week' on the LIDL UK website landing page. (Advertising 3)
3. Going forward we will ensure that all main-course recipes include at least 2 portions of veg.
4. At least once a month we will post an appealing mention of veg on social media. We will aim to grow this over time (Advertising 6) (NEW)
5. We will reposition veg (alongside Fruit) to the front of the store as part of our new store rollout. (Siting 1)
6. We will aim for half of our monthly pick of the week promotions to be veg (which equates to six or more veg lines promoted per month). (Promotions 1)
7. After the success of introducing vegetables into the fun size range we will expand the offering of veg as part of this category, making veg attractive and appealing to children. (NEW) (NPD2)
8. We will challenge suppliers to develop new products for our fun size range (developing flavour profile, range, innovation, showcase new varieties) (NPD 2)
9. We will continue our close working relationship with our suppliers to bring new and innovative vegetables to the market. (NPD 4)

Monitoring

Each commitment has been assigned to the appropriate director / head of department. Progress will be overseen by the CSR team and review of progress will be included within our CSR reporting cycle.



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Retailers and manufacturers commit to increase the volume of veg in ready meals (whole-meal replacements) and in on-pack and online recipes for meal ingredients (e.g. cook-in sauces etc.)

This aligns with point 2 on the Commitments Framework

Commitment Details

We will ensure that all pre-prepared ready meals contain either an 80g portion of veg or an equivalent serving suggestion on pack.

Monitoring

Each commitment has been assigned to the appropriate director / head of department. Progress will be overseen by the CSR team and review of progress will be included within our CSR reporting cycle.