

Terms of Participation for the Lidl Plus Wrapped 2025 & Prize Draw

1. Eligibility

The prize draw is organized by Lidl Ireland GmbH, having its place of business at Lidl Head Office, Main Road, Tallaght, Dublin 24, Ireland. Eligible participants are natural persons residing in the country.

A prerequisite for participation in the prize draw is installing the Lidl app on the smartphone, creating an account, and at least one identification at the checkout in the year 2025.

By participating, the participant accepts the terms of participation and confirms a minimum age of 18 years. Participation on behalf of third parties is not permitted. Employees of Lidl Ireland and the respective affiliated group companies as well as their family members (spouse, partner, and relatives in direct line) are excluded from participation.

The promotion will take place from 16.12.2025 – 31.12.2025.

2. Lidl Plus Wrapped: Your Shopping Year at a Glance

Lidl Plus Wrapped is a personal annual review that illustrates a summary of your 2025 year. This includes, among other things, the most frequently purchased products, the most popular categories, as well as individually appreciated items. Confirmation is given by clicking the "Start" or "View my Lidl Plus Wrapped" buttons on the home screen. Participation in the prize draw takes place by clicking the "Participate" button.

3. Selection and Notification of the Winners

By submitting participation in the prize draw, by the user clicking on "participate", the customer ID of the participant, the participation date, the telephone number, the email address, and the name of the participants (operated by Lidl Stiftung & Co. KG) are transmitted to Lidl Ireland GmbH.

All winners of main prizes will be notified by telephone by a Lidl Customer Service representative. With the prize notification, the winner will be requested to provide Lidl Ireland with the additional contact details required for sending or handing over the prize. If the telephone number is invalid due to incorrect information, the claim to the prize as well as participation will be cancelled without replacement. Multiple participation is not possible. A participant can only win one main prize. If a winner does not respond or cannot be reached within 7 days after the notification, the claim to the prize will expire. A cash payout of the prizes is not possible.

4. List of All Prizes

Example main prizes:

1x full year of shopping in Lidl worth € 5,200 each

50x Lidl Plus voucher worth € 200 each

Final Provisions

Prizes are not transferable to third parties. Prizes are not exchangeable. Legal recourse is excluded. Lidl Ireland GmbH is generally not liable for the accuracy and completeness of all information. The participant has no right to compensation, damages, or any other claims against Lidl Ireland GmbH.