

## Lidl Pinot Grigio Blush Rosé vs Whispering Angel Price Comparison Substantiation.

**Date: 23/05/2025**

Prices correct at time of print, comparison shop completed on 23/05/2025. Whispering Angel shopped in Dunnes Stores, Kilnamanagh and Lidl's Pinot Grigio Blush Rosé shopped in Lidl, Tallaght. 54% people preferred Lidl's Pinot Grigio Blush based off blind taste test event across 314 participants that took place in Dublin between 8<sup>th</sup> – 17<sup>th</sup> November 2024.

For full details, please see: [Lidl.ie/Comparisons](https://www.lidl.ie/Comparisons)

### **Lidl, Tallaght Receipt:**



### Dunnes Stores, Kilnamanagh Receipt:



### Vino Sensoria – Blind Taste Test Details:

Blind Taste Test PR event “Vino Sensoria” took place in Dublin between the 8<sup>th</sup> to 17<sup>th</sup> November in 2024. When 314 participants were asked whether they preferred Lidl’s Pinot Grigio Blush Rosé or Whispering Angel Rosé, the results were as follows:

Lidl’s Pinot Grigio Blush Rosé: 171 preferred.

Whispering Angel Rosé: 143 preferred.

Therefore, 54% of people preferred Lidl’s rosé.