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Lidl kicks off price-cutting campaign

On the heels of a new report issued by the Bureau of Labor Statistics showing that the overall cost of groceries rose by 13.5 percent in the last year, Lidl US is introducing rotating price cuts on more than 100 items in all of its 170-plus stores.

Lidl will kick off the price-cutting campaign Sept. 28, which will continue throughout the Fall, with price drops on more than 100 everyday items rotating throughout the season. The company said its investment in lowering prices for its customers comes as inflationary pressures have led to sharp increases in food prices for many retailers, especially on staples.

“We recognize that inflation and rising food prices are impacting many families and we hope to give more relief through this Fall price-cutting campaign,” said Stefan Schwarz, Lidl US chief product officer and executive vice president of purchasing. “We are committed to offering all of our customers the best value in our stores every day, and we continue to invest in additional ways for customers to save money when we know it matters most.”

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