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**Press Release  
January 2019**

**New Year, New Goals!**

It’s the start of a new year and with that, comes new goals! At the top of the list for most of us, is healthy eating and fitness. From January 2019, Lidl has an incredible range of healthy foods, workout equipment, cooking appliances and gym wear in all 159 stores nationwide, allowing you to jump into the new year to focus on a healthier you!

**Healthy Kitchen**

Lidl has the ultimate kitchen appliance range to kick off your new year’s resolutions and help get you back on track after an indulgent festive period. Lidl’s **Silvercrest Food Processor (€59.99)** is available in stores from Thursday January 3rd andis perfect to chop, blend, grate, knead, mix, and juice foods to kick-start your new year meal prep. The stainless steel machine comes with accessories such as a 2L mixing bowl, citrus press attachment, grating and cutting disc and a mini chopper for small foods such as nuts. Its 1,000W motor means you can prepare ingredients in a matter of seconds.

The **Silvercrest** **950W Steamer (€19.99)** in stores from January 3rd,allows you to cook healthy meals without adding oil or grease, preserving the natural minerals and vitamins in foods. With 3 BPA-free steamer baskets, you can simultaneously cook vegetables fish or meat at the same time. If you are counting the calories, a **Silvercrest Nutrition Scale (€12.99)** is an essential piece of equipment for your kitchen. The digital scale is ideal to weigh out your food and liquids to ensure you consume the correct portion sizes.

When determined to reach your new health goals, meal prep is essential. To keep your food fresh for longer Lidl’s **Ernesto Vacuum Food Storage Containe**rs are available from just **€7.99** for a set of three containers. Each container has leak proof silicone seals and click closures to prevent any unwanted spills and are microwave friendly. The Vacuum pump is included with a handy grip to ensure easy closure meaning fresh food for longer.

**Fit Food**

If you are looking for some food inspo this January, Lidl has got you covered. Back by popular demand is **HealthyCo’s Proteinella Chocolate Hazelnut Spread (€3.99)** and **Proteinella White Chocolate Spread (€3.99),** a tasty spread with no added sugar or palm oil and with added protein. The **Organic Crunchy and Creamy Peanut Butter** **(€2.99 each)** contains 99% peanuts and salt and is ideal for baking or as a healthy snack.

If you are on the go, **HealthyCo’s Rawballs (€1.29)** are the perfect tasty snack with no preparation time needed. The ready to eat healthy snack is available in two flavours, Almonds and Prunes or Cranberry and Goji. HealthCo’s Rawballs are handmade, 100% raw and natural.

**HealthyCo’s Belgian Chocolate with No Added Sugar** **(€1.79)** is specially made so that everyone can enjoy a square of chocolate without the guilt. The delicious 100g bars are available in **Milk Chocolate**, **Hazelnut** and **Dark Chocolate**. Also available to the range is **ProteinPro Protein Coffee** in **Cappuccino and Vanilla flavour (€1.49), HealthyCo Organic Granola (€3.49), HealthyCo Almond Drink (€2.39), HealthyCo Natural Soups (€2.49), HealthyCo Protein Crisps in three flavours (2 for €3)** and a range of **ProteinPro Protein Bars in Peanut and Toffee or Almond Brownie Vanilla (2 for €3).**

**Stay Fit at Home**

This January with Lidl’s selection of high quality fitness gear and equipment you accomplish your goals in the comfort of your own home. Lidl’s Crivit range includes fitness must haves available in store from Thursday 3rd January. The fitness range includes quick drying and moisture-wicking **Sports Tops (€4.99), Ladies Cropped Sports Leggings and Sports Trousers (€6.99), Mens Joggers (€9.99), Ladies Seamless Sports Bra (€7.99)** with high support for high impact sports **and Trainers (€12.99)**

Available from Monday 31st December, The **Crivit Multi Trainer (€39.99)** has a variety of 6 abdominal, arm, back and leg exercises that uses adjustable resistance ensuring a full body workout. It also includes exercise examples and DVD with workout tips. From **€54.99** the **Crivit Training Station** serves as a multi-function exercise space for a full work out. Using your own body weight, you can train strength, coordination, balance and flexibly. The Training Station includes grips, slackline and gym rings for a variety of exercises.

The **Crivit Elliptical Trainer** **(€229.99)** offers effective endurance training. With a built in heart rate monitor, a bottle holder, phone holder and adjustable pedal bars and footplates, the Elliptical Trainer is the preferred machine for at home workouts.

Lidl also offers a number of fitness accessories such as an **Exercise Mat (€9.99), Kettlebells from €12.99, Resistance Band Set (€6.99), Skipping Rope Set (€8.99) and Push Up Bars (€8.99)** to set you on the right track this January.

**Yoga Zen (Available from 21st January)**

Yoga is good for both body and mind and is a great way to kick off the New Year. The advantage of Yoga is that it can be practised anywhere with minimal equipment. Lidl’s selection of **Yoga** wear is high in quality and available at an affordable price. Available in all stores from **January 21st,** you can pick up all your yoga essentials; **Yoga Top (€6.99)**, **Yoga Leggings** **(€6.99)**, **Yoga Pants (€7.99), Seamless Sports Bra (€5.99), Yoga Bag (€8.99)** and an **Exercise Mat (€6.99)**. **Yoga Accessories (€5.99 per set)** include a **Yoga Strap**, **Yoga Blocks**, **Pilates Rings**, **Toning and Yoga Balls**. These accessories promote stretching and help reach more difficult yoga poses, and provide support for balance and stretching exercises.

**ENDS**

**Notes to the Editor:**

All products are available in Lidl’s 159 stores nationwide from December 31st while stocks last

Imagery is available to download from: <https://lidex.lidl.com/securehub/download.xhtml?id=b05b767db5d14eaab0e00464b28eab1f>

Password: lidl123

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| **Product** | **€** | **On Sale** |
| Activity Tracker | 24.99 | Monday 31st December |
| Fitness Accessories | 2.99 | Monday 31st December |
| Barrel Water Bottle/Protein Shaker | 4.99 | Monday 31st December |
| Sports Backpack | 9.99 | Monday 31st December |
| Exercise Mat | 9.99 | Monday 31st December |
| Kettlebell 10 kg | 12.99 | Monday 31st December |
| Kettlebell 14kg | 16.99 | Monday 31st December |
| Dumbbell Set | 17.99 | Monday 31st December |
| Abdominal Muscle Stimulation Device | 19.99 | Monday 31st December |
| Workout Bench | 39.99 | Monday 31st December |
| Training Station | 54.99 | Monday 31st December |
| Drinks Bottle | 2.99 | Monday 31st December |
| Multi-Trainer | 39.99 | Monday 31st December |
| Fitness Accessories | 3.99 | Monday 31st December |
| Resistance Band Set | 6.99 | Monday 31st December |
| Exercise Mat | 6.99 | Monday 31st December |
| Drinks Bottle | 6.99 | Monday 31st December |
| Soft Exercise Ball | 7.99 | Monday 31st December |
| Push up Bars/Skipping Rope Set | 8.99 | Monday 31st December |
| Set of Massage Balls | 7.99 | Monday 31st December |
| Foam Roller | 7.99 | Monday 31st December |
| Bluetooth In Ear Sports Headphones | 14.99 | Monday 31st December |
| Swing-Stepper | 34.99 | Monday 31st December |
| Rowing Machine | 229.99 | Monday 31st December |
| Sports Insoles | 2.99 | Monday 31st December |
| Ladies' Trainers | 12.99 | Monday 31st December |
| Men's Trainers | 12.99 | Monday 31st December |
| Ladies' Trainer Socks | 2.49 | Monday 31st December |
| Men's Sports Top | 4.99 | Monday 31st December |
| Ladies' Sports Top | 4.99 | Monday 31st December |
| Ladies' Cropped Performance Trousers | 6.99 | Monday 31st December |
| Ladies' Sports Trousers | 6.99 | Monday 31st December |
| Ladies' Sports Bra | 7.99 | Monday 31st December |
| Men's Joggers | 9.99 | Monday 31st December |
| Ladies' Zip Through Hoodie | 11.99 | Monday 31st December |
| Men's Hoodie | 12.99 | Monday 31st December |
| Silicone Drinks Bottle | 3.99 | Monday 31st December |
| Exercise Ball | 6.99 | Monday 31st December |
| Exercise Mat | 6.99 | Monday 31st December |
| Sandbag Trainer 8 kg | 19.99 | Monday 31st December |
| Sandbag Trainer 12 kg | 29.99 | Monday 31st December |
| Sandbag Trainer 17 kg | 39.99 | Monday 31st December |
| Vibration Plate | 99.99 | Monday 31st December |
| Exercise Bike | 229.99 | Monday 31st December |
| Elliptical Trainer | 299.99 | Monday 31st December |
| Ladies' Trainer Socks | 1.99 | Thursday 3rd January |
| Ladies' Ankle Socks | 3.99 | Thursday 3rd January |
| Mobility Trainer | 19.99 | Thursday 3rd January |
| 530ml Breakfast To Go | 3.99 | Thursday 3rd January |
| 1.4 Ltr Lunch Cube | 3.99 | Thursday 3rd January |
| Multifunction Grater | 6.99 | Thursday 3rd January |
| Tritan Traverse 650ml Hydration Bottle | 5.99 | Thursday 3rd January |
| 1.1Ltr Salad To Go | 5.99 | Thursday 3rd January |
| Citrus Juicer | 9.99 | Thursday 3rd January |
| Nutrition Scales | 12.99 | Thursday 3rd January |
| Steamer | 19.99 | Thursday 3rd January |
| Nutrition Mixer | 39.99 | Thursday 3rd January |
| Food Processor | 59.99 | Thursday 3rd January |
| Yoga Accessories | 5.99 | Monday 21st January |
| Exercise Mat | 6.99 | Monday 21st January |
| Yoga Bag | 8.99 | Monday 21st January |
| Ladies' Yoga Vest | 4.99 | Monday 21st January |
| Ladies' Leggins | 6.99 | Monday 21st January |
| Seamless Sports Bra | 5.99 | Monday 21st January |
| Ladies' Yoga Top | 6.99 | Monday 21st January |
| Ladies' Yoga Pants | 7.99 | Monday 21st January |

**For Further Information please contact:**

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