****

**Press Release**

**Raising a Lidl Eggs-tra for Jigsaw**

* *Lidl Ireland to donate 25c from the sale of its Favorina Belgian Chocolate Easter Egg to Jigsaw*
* *Lidl Ireland’s eggs-travagant Easter range goes on sale from Monday 4th March*

This year, Lidl Ireland have pulled out all the stops to satisfy your sweet tooth with even sweeter prices. Satisfy your chocolate cravings with a whole range of Deluxe Easter Eggs and Favorina chocolate treats. This egg-cellent range will be available from Monday 4th March in Lidl’s 160 stores nationwide, while stocks last.

For the first time, Lidl Ireland will donate 25c from the sale of its **Favorina Belgian chocolate Easter eggs (available 18th March)**  to its charity partner Jigsaw, the national centre for youth mental health. Lidl’s Belgian milk chocolate eggs come in two flavours, one being white chocolate, loaded with jelly dew drops, chocolate fudge and marshmallows. The second, also white Belgian chocolate, with mini eggs, jelly beans, chocolate beans and popping candy. Both are available for just €3.99 and all for a fantastic cause. Jigsaw provides free confidential, professional support to young people aged 12-25, in 13 centres across Ireland. In 2018, Lidl pledged to fundraise €1million for Jigsaw over the next three years with over 4,200 employees aiming to raise funds through a variety of exciting activities.

Indulge on a selection of luxury eggs including the **Deluxe Easter Egg (available 18th March)** that comes in four delicious flavours; Fudge Feast, Eton Mess, Cornish Sea Salted Caramel and Dark Mocha for only **€4.99**. Made with rich Belgian milk chocolate, the Fudge Feast comes loaded with heavenly white chocolate drops dotted with Cornish vanilla and chocolate fudge pieces. For those who adore white chocolate, the Eton Mess is made with luxurious Belgian white chocolate, laden with white chocolate drops fruity strawberry and crunchy meringue pieces. For something a little different, the Cornish Sea Salted Caramel is a smooth Belgian milk chocolate egg, loaded with heavenly Belgian white chocolate drops, sea salted caramel fudge pieces and crunch caramel flavour cereal balls.

Lidl’s **Deluxe Irish Handmade Premium Easter Egg (available now, €7.99)** is made in Co. Cavan by *Aine Handmade Chocolate* using only the freshest, purest and natural ingredients. Both eggs, available in white and milk chocolate, are gluten free so that everybody can share the tempting taste of handmade Irish chocolate.

Lidl’s award winning **Single Origin Dark Chocolate Egg (available 18th March)** is available in two flavours at **€6.99 each**; Equadorian and Madagascan. Each egg is hand decorated with delicate fruity chocolate notes and a sweet cocoa aroma. If you are feeling a Lidl bit ‘eggstra’ this Easter why not opt for the **Golden Sculpture Egg (available 18th March)**. For just **€12.99** feast on an indulgent Belgian milk chocolate Easter egg, delicately hand decorated with a golden lustre, accompanied by irresistibly smooth ginsecco and chocolate ganache mini eggs.

There’s nothing more exciting than an Easter egg hunt. This year, Lidl Ireland have made it easy with a brilliant selection of Favorina treats in-store from Monday 18th March. Eggs-citing and in-eggs-pensive, your Favorina favourites can be dotted around the garden to create an amazing Easter egg hunt for all the family. From Favorina’s **Easter Egg Hunt Kit (available now, €3.99), Crème Filled Eggs (available now, €1.79) and Chocolate Easter Bunnies (available now, €1.49)** to **Milk Chocolate Easter Figures (available now, €1.49), Chocolate Easter Lollies (available now, €1.19) and Cuddly Toys with Chocolates (available now, €7.99)** Lidl Ireland’s Favorina range has got you covered.

All of Lidl’s Favorina range this Easter is part of the Fairtrade cocoa program or UTZ certified. Fairtrade is an alternative approach to conventional trade which offers a better price for farmers and workers who produce global commodities, such as coffee, tea, cocoa and bananas in developing countries. Lidl are proud to have been the first retailer in Ireland to work with the Fairtrade Cocoa program and to have so many Fairtrade products in our stores.

Bring Easter into your home this year and decorate the house with your family in the lead up to the big day. Lidl are stocking a range of Easter decorations from Monday 25th of March. Pick up **Decorative Easter Eggs (€2.99), Easter Baskets (€2.99)** and a range of **decorations ornaments (€3.99)** and get creative.

**ENDS**

|  |  |  |
| --- | --- | --- |
| **On Sale** | **Product** | **RRP** |
| 25.03.2019 | Easter / Spring Decoration | € 0.99 |
| 25.03.2019 | Decorative Easter Eggs | € 2.99 |
| 25.03.2019 | Decorative Basket | € 2.99 |
| 25.03.2019 | Decorations Assortment | € 3.99 |
| 18.03.2019 | Favorina Charity Belgian Chocolate Eggs | € 3.99 |
| 18.03.2019 | Deluxe Easter Egg Fudge Feast / Eton Mess | € 4.99 |
| 18.03.2019 | Deluxe Easter Egg Salted Caramel / Dark Chocolate & Coffee | € 4.99 |
| 18.03.2019 | Deluxe Single Origin Dark Chocolate Egg | € 6.99 |
| 18.03.2019 | Deluxe Golden Sculpture Egg | € 12.99 |
| 04.03.2019 | Deluxe Irish Handmade Easter Egg | € 7.99 |
| 04.03.2019 | Favorina Mini Chocolate Figures | € 1.99 |
| 04.03.2019 | Favorina Easter Bunny & Eggs | € 2.49 |
| 04.03.2019 | Favorina Creme-Filled Eggs | € 1.79 |
| 04.03.2019 | Favorina Milk Chocolate Easter Figures | € 1.49 |
| 04.03.2019 | Favorina Chocolate Easter Bunny | € 1.19 |
| 04.03.2019 | Favorina White Chocolate Lamb | € 2.49 |
| 04.03.2019 | Favorina Easter Eggs & Spoon | € 1.99 |
| 04.03.2019 | Favorina Chocolate Easter Lollies | € 1.19 |
| 04.03.2019 | Favorina Mini Eggs | € 0.79 |
| 04.03.2019 | Favorina Crispy Chocolate Pralines | € 1.49 |
| 04.03.2019 | Favorina Chocolate Gold Coins | € 1.49 |
| 04.03.2019 | Favorina Chocolate Ladybirds | € 1.99 |
| 04.03.2019 | Favorina Wafer Eggs | € 1.99 |
| 04.03.2019 | Favorina Mini Chocolate Chick / Egg / Bell / Bunny | € 0.99 |
| 04.03.2019 | Favorina Cuddly Toy with Chocolates | € 7.99 |
| 04.03.2019 | Favorina Mini Chocolate Bunny | € 0.69 |
| 04.03.2019 | Favorina Chocolate Hen / Duck / Bunny | € 1.99 |
| 04.03.2019 | Favorina Cuddly Toy with Chocolate | € 5.99 |
| 04.03.2019 | Favorina Musical Toy with Chocolates | € 9.99 |
| 04.03.2019 | Favorina Fun Egg with Chocolate Buttons | € 0.89 |
| 04.03.2019 | Favorina Chocolate Bunny | € 1.49 |
| 04.03.2019 | Favorina Easter Bunny with Praline filling | € 2.49 |
| 04.03.2019 | Favorina Easter Egg Hunt Kit | € 3.99 |
| 04.03.2019 | Favorina Easter Mallow Pops | € 1.50 |
| 04.03.2019 | Favorina Singing Cuddly Toy with Chocolates | € 6.99 |
| 04.03.2019 | Favorina Chocolate Chick in Basket | € 4.99 |
| 04.03.2019 | Favorina Soccer Easter Bunny | € 2.49 |
| 04.03.2019 | Favorina Decorated Easter Egg | € 2.99 |
| 04.03.2019 | Favorina Gift wrapped Belgian Pralines | € 4.99 |
| 04.03.2019 | Favorina Liqueur filled Pralines | € 1.99 |
| 04.03.2019 | Favorina 5 Little Chocolate Bunnies | € 1.29 |
| 04.03.2019 | Favorina 10 Chocolate Easter Bunnies | € 1.49 |
| 04.03.2019 | Favorina Jelly Beans | € 1.99 |
| 04.03.2019 | Favorina Flavoured Easter Eggs | € 3.49 |
| 04.03.2019 | Favorina Bunny Bar | € 0.99 |
| 04.03.2019 | Favorina Chocolate filled Easter Mug | € 3.99 |
| 04.03.2019 | Favorina Easter Marshmallows | € 1.29 |

#### Notes to the Editor The Easter Eggs range is available in Lidl’s 160 stores nationwide while stocks last

**For Further Information please contact:**

Saoirse O‘Kane

PR Manager

**E**: [saoirse.okane@lidl.ie](mailto:saoirse.okane@lidl.ie)

T: 087 395 2911

**W** : [www.lidl.ie](http://www.lidl.ie)

**Facebook:** facebook.com/lidlireland

**Twitter:** @lidl\_ireland

**Instagram:** Lidlireland

**Snapchat:** Lidlireland