



# How does Lidl Netherlands stimulate healthy and sustainable diets?

Thursday June 5th

Rebekah Simmons, Sustainability Specialist





# Introduction Lidl



# Our mission



' Making a sustainable and healthy lifestyle accessible and affordable for everyone '



We are Lidl

# Part of the Schwarz Group



# SCHWARZ





We are Lidl Netherlands

## In summary



**More than 440**  
stores




**More than 19,000**  
employees



**6**  
Distribution centers



**3<sup>rd</sup>**  
Retailer of the Netherlands



**How does Lidl guide  
customers towards more  
plant-based choices?**



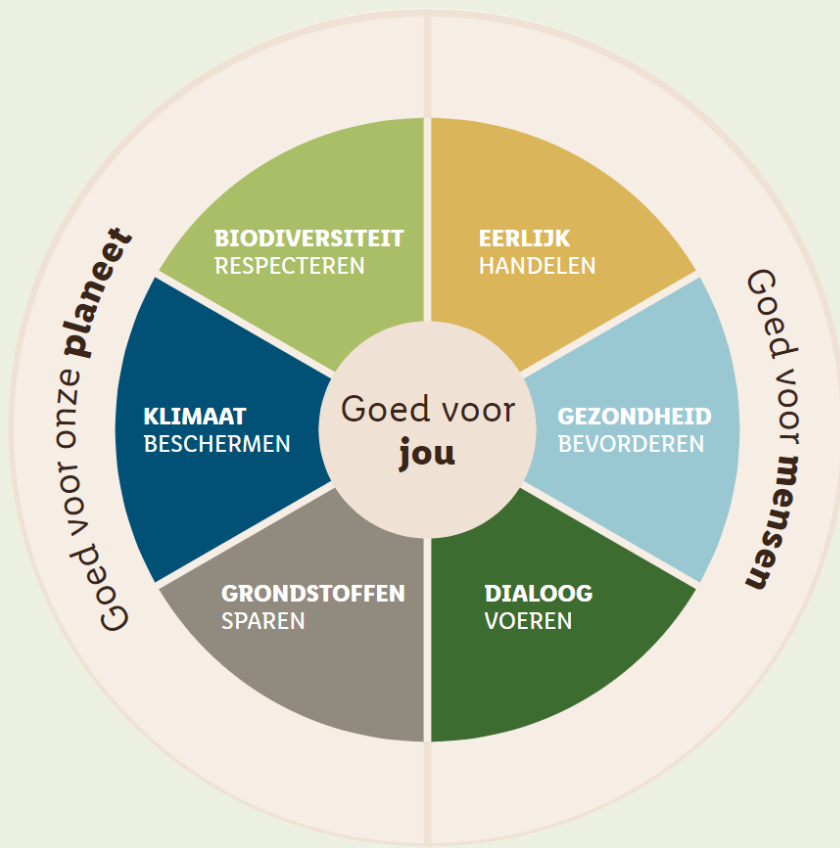
# Question

**How much of what we eat every day comes from the supermarket?**

- A. 60%
- B. 70%
- C. 80%



# Our responsibility





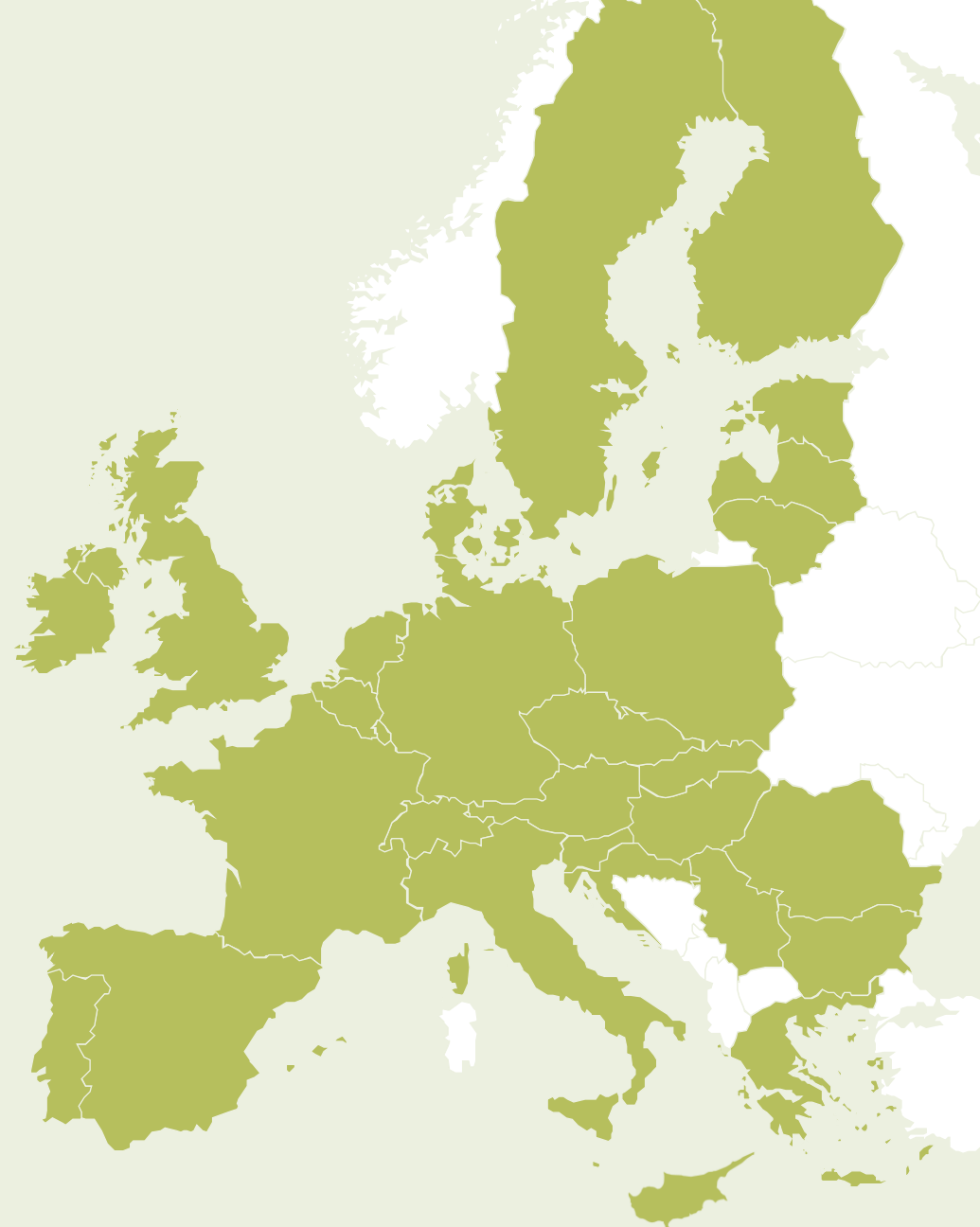
How does Lidl guide customers towards more plant-based choices?

## Planetary Health Diet as a starting point



## In the Netherlands... and worldwide!

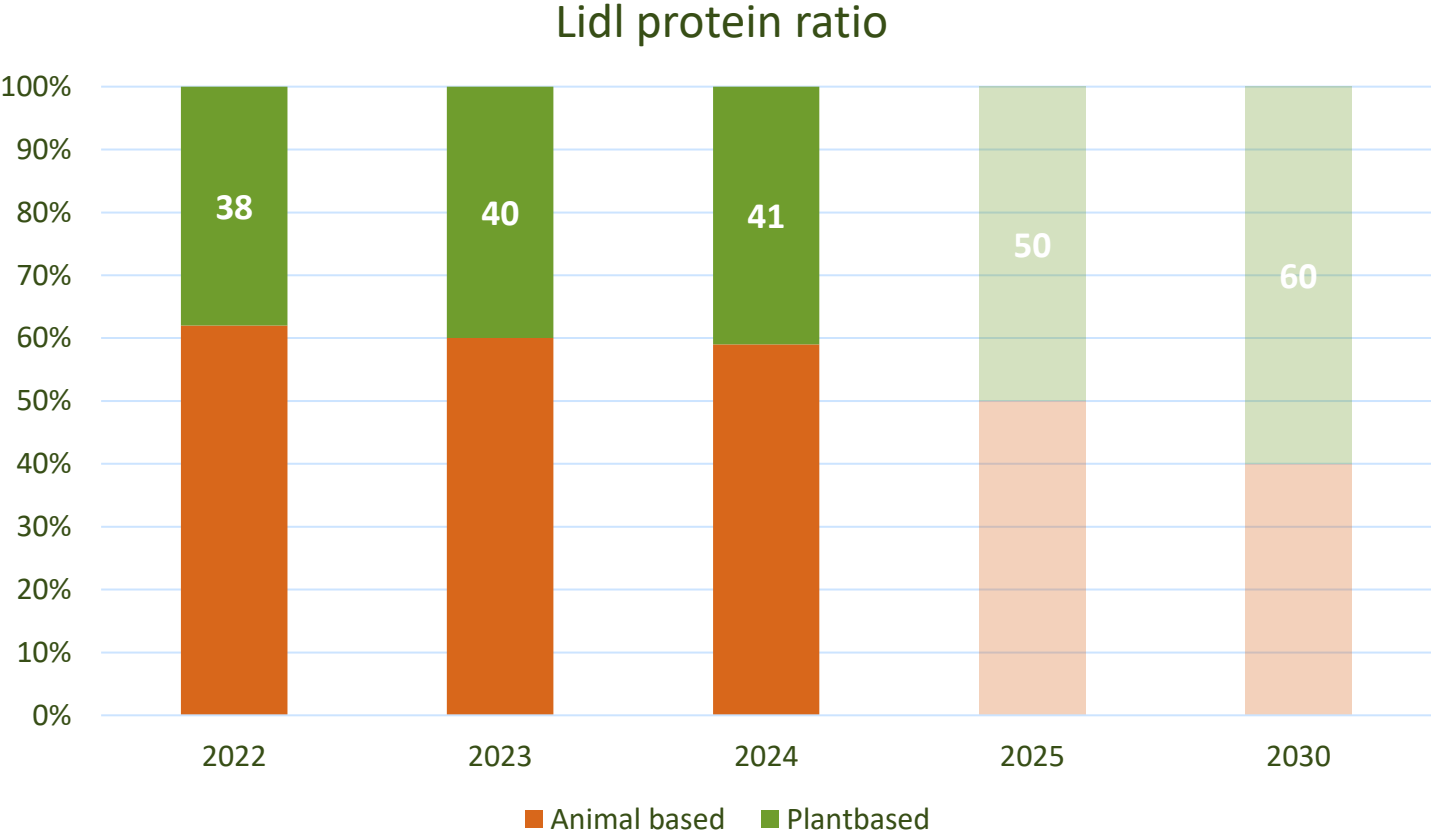
*In all 31 countries where we are active, we want to achieve a **20% growth** in plant - based sales proteins, whole grains and vegetables and fruits in 2030 (compared to 2023)*





How does Lidl guide customers towards more plant-based choices?

# Our goal: 60% plant-based in 2030



Our strategy

**We make plantbased the  
easy choice!**



**Taste & Quality**



**Price**



**Eating habits**





# Taste & Quality

## *Improved meat substitutes*

**Unique recipes** developed for Lidl together with  
**8 different suppliers**

**Improved taste and texture** of all meat  
substitutes

More than **two thirds** of meat substitutes  
**‘Schijf van Vijf’**



# Question

**What is our best-selling meat substitute?**

- A. Vegan minced meat
- B. Vegan chicken schnitzel
- C. Vegan chicken pieces



# Taste & quality

## *Minced meat mix*

Same look, same preparation & same taste

**37.5% lower environmental impact**  
More than 30% cheaper



# Price

## *Price parity policy*

Plant-based basic groceries are always priced **the same or cheaper** than the animalbased alternative

**AB SOFORT ZUM GLEICHEN PREIS! \***

**DU HAST DIE WAHL**  
WIE GEWOHNT ODER VEGAN



100 g je  
-0.76€

**Metzgerfrisch**  
**Frisches Hack-**  
**fleisch, gemischt**  
Vom Schwein und Rind.  
Je 500 g; 1 kg = 7.58

**3.79\***

**Vemondo**  
**Veganes Hack**  
Je 275 g; 1 kg = 7.58

**2.08\***

\* Bezieht sich ausschließlich auf die Grundpreise von 89% der Vemondo-Artikel



# Eating habits

## *Plant based as the norm*

Recipe on all packages is vegetarian



## Question

**What happened when we placed the meat substitutes directly next to the meat in the meat section during a large pilot ?**

- A. Sales of meat substitutes fell by 7%.
- B. This had no significant effect.
- C. Sales of meat substitutes increased by 7%.

# Lessons learned

## *Pilot in the store*

### **Vegan rulstukjes tussen de gehaktballen: gaat het Lidl zo lukken om de eiwittransitie te versnellen?**

Lidl wil klanten helpen vaker vegetarisch of veganistisch te eten. Als pilot legt de supermarktketen deze producten daarom in het vleesschap. Heeft dat zin? Vier vragen.

Pepijn de Lange 10 juni 2023, 09:39





How does Lidl guide customers to more plantbased choices?

## Looking forward

