

Lidl Foodies is now being delivered in 1 in 4 primary schools across Great Britain



645,856
young people engaged*



81,879 in Y2 Makers

401,872 in Y2 overall (131% to Y2 target)

5,993

unique schools participating*

803 in Y2 Makers

4,519 in Y2 overall (161% to target)

Active in
**25% of all
GB primary
schools***

1.03m
Parents
reached**

In Year 2, Lidl has provided primary schools in need with access to fresh fruit and vegetables.

1,500

£100 Lidl vouchers claimed

52%

of registered teachers
from areas of need***

43% (648 total)

of all vouchers were claimed by
Schools in Need***

“The access to resources and the gift card was a bonus and allowed us to do so much when we are such a small budget school.”

Year 2 primary school teacher

Year 2 results analyses data from 30th September 2025 to 23rd July 2026

* This figures includes all of Foodies Year 1 (Oct 2024 –July 2025), plus Year 2 impact

** Parent reach is based on calculation of young people engaged multiplied by 1.6x (average number of parents a child has)

*** Schools with an average Free School Meal % of 25.7% or higher (metric only applicable to schools in England).



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Teachers who used the resources in class reported greater pupil curiosity and willingness to try fruit and vegetables, and awareness of reducing food waste.

“Some [children] went from not wanting any [fruit and vegetables] to saying they would get their parents to buy some.”

95% of teachers value Lidl's role in supporting food education in schools



Positive Impact

78% (+40pp)

of teachers agree that pupils know ways to reduce food waste

90%

of children are curious to try fruit and veg they hadn't tried before

89%

of teachers said their pupils enjoyed the lesson

85%

of children are more confident in expressing their preferences of fruit and veg

Brand Impact

72% (+34pp)

strongly agree that Lidl is a good place to shop for fruit and vegetables

96% (+46pp)

of teachers agree that Lidl is conscious of food waste and works to minimise it wherever possible.

90%

Strongly agree that taking part in / knowing about Makers has improved their perception of Lidl

93% of surveyed teachers would recommend Lidl Foodies to others

*Based on feedback from 93 teachers (3% of the total active pool in Makers).



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