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Lidl US

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LIDL EXCLUSIVE PRIVATE-LABEL WINES SHINE BRIGHT AT SAN FRANCISCO CHRONICLE WINE COMPETITION

Master of Wine's Selections Help Retailer Capture 42 Awards in Largest American Wine Competition

ARLINGTON, VA – [Lidl](#), a global grocer focusing on high quality private label wines and products, was awarded 42 medals at the prestigious 2018 San Francisco Chronicle Wine Competition. Competing wines go through an extensive blind tasting and judging process that pits them against nearly 7,000 bottles. The San Francisco Chronicle competition wins reinforce Lidl's excellence in delivering high quality wines that are available to customers at affordable prices. Since announcing its first stores in May of 2017, Lidl US has won nearly 250 awards for its private label wine range, including its 46 listed American wines.

In all, Lidl captured two double gold, five gold, 26 silver and nine bronze medals at America's largest wine competition. Top double gold and gold honors were awarded to 2015 Free Rain Gewurztraminer, Gold & Grape Moscato, 2015 Untamed Vine Cabernet Sauvignon, 2015 Wicked Winds Chardonnay, 2014 Free Wind Merlot, 2015 Sinful Grin Petite Sirah and 2014 1790 Pinot Noir. For a complete list of Lidl's winning wines, [click here](#).

Forty-six Lidl locations in the U.S. offer a superior private label collection curated by Master of Wine, Adam Lapierre. Lapierre is the only Master of Wine in the grocery industry and one of the few in the entire country.

"It is incredibly exciting to have received such high recognition at America's largest domestic wine competition," said Lapierre. **"While curating our range, we search for wines that help elevate expectations yet can be offered at an affordable price. To bring home this array of medals -- awarded by the country's leading wine experts -- shows our approach offers world-class wines to our shoppers."**

Previously, Lidl was recognized as the top performing retailer at both the 2017 LA International Wine Competition and the 2017 INDY International Wine Competition. It also became the best performing



exhibitor in the 25-year history of the INDY International Wine competition when it was awarded 104 medals, including Sparkling Wine of the Year.

Lidl is revolutionizing the way grocery stores in the U.S. sell wine by offering customers the best quality offerings at the best prices, for as much as 50 percent less than competitors. The retailer is enticing consumers to rethink their food and beverage purchases with its outstanding wines.

About Lidl

Lidl operates more than 10,000 stores in 28 countries, offering customers the highest quality fresh produce, meat, bakery items and a wide array of household products at the lowest possible prices. Lidl first established its U.S. headquarters in Arlington County, Virginia in June 2015. Since then, it has announced regional headquarters and distribution centers in Spotsylvania County, Virginia, Alamance County, North Carolina, Cecil County, Maryland and Bartow County, Georgia. For more information, visit Lidl.com, on Facebook at [Facebook.com/LidlUS](https://www.facebook.com/LidlUS), and on Twitter and Instagram at [@LidlUS](https://www.instagram.com/LidlUS).

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