

A star for Lidl

Kevin Love, formerly the head chef at a multi-award winning pub in Bray, Berkshire, is hired by Lidl to help the budget supermarket chain source gourmet ingredients. Mr Love will also feature in Lidl commercials, help to develop 'Deluxe' products and offer recipe tips.

The move is the latest effort by Lidl to attract shoppers who want good food at cheaper prices than mainstream supermarkets. This has involved pushing a range of 'Deluxe' foods, including Stilton cheese, Hereford fillet steaks and mussel and smoked salmon chowder, which have beaten the best of the high street in blind taste tests. And its fine wines at budget prices have even won over wealthy shoppers, whose BMWs and Audis battle for space in the car park.

Head of advertising Arnd Pickhardt said Mr Love, a Michelin-starred chef, will 'devote himself to guiding customers on a journey of culinary discovery'. The partnership with the retailer brings Mr Love full circle, as just nine years ago he was a Lidl store manager before going on to develop his skills as a chef.



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