



Lidl Becomes Official Partner of Eschborn-Frankfurt

Lidl is expanding its cycling engagement in Germany. In addition to its role as title sponsor of the Lidl Deutschland Tour, the food retailer is now also becoming the Official Freshness Partner of Germany's WorldTour classic Eschborn-Frankfurt.

With this new commitment, Lidl extends its partnership with A.S.O. Germany, a subsidiary of the Tour de France organizer A.S.O., through 2028.

Through this collaboration, Lidl is further strengthening its commitment to promoting physical activity and healthy nutrition as part of its social responsibility efforts. Eschborn-Frankfurt offers fans and spectators international top-level cycling and activities for amateur riders, which Lidl will support with various initiatives and healthy snacks such as fresh fruit, vegetables, and vegan alternatives from its own brand "Vemondo." The aim is to inspire people to pursue an active and healthy lifestyle. Internationally, Lidl also emphasizes its dedication to cycling through its partnerships with the UCI WorldTeam and UCI Women's WorldTeam Lidl-Trek.

"We are delighted to be supporting both the 'Lidl Deutschland Tour' and 'Eschborn-Frankfurt' in the coming years. In doing so, we are helping to foster the long-term development of professional cycling in Germany. As the Official Freshness Partner, we are also contributing to the optimization of lifestyles for both elite and amateur athletes through healthy and mindful nutrition," says **Alexander Lafery**, Head of Marketing at Lidl Dienstleistung GmbH & Co. KG.

"By expanding our collaboration with Lidl, we are building on the successful launch of the Lidl Deutschland Tour last year. Together, we are strengthening cycling and aiming to inspire even more people to take up the sport," says **Matthias Pietsch**, Managing Director of A.S.O. Germany GmbH.