Press Release

Lidl expands cycling commitment in Spain: partnership with La Vuelta, La Vuelta Femenina by Lidl and other Spanish cycling races

Partnership to include La Vuelta, La Vuelta Femenina by Lidl, Itzulia Basque Country, Volta a Catalunya and Clásica San Sebastián from 2027

Neckarsulm, 4th November 2026. Lidl is expanding its international commitment to cycling and will become the Official Fresh Food Partner of five renowned cycling races in Spain from 2027. The partnership with Spanish race organiser Unipublic covers La Vuelta, La Vuelta Femenina by Lidl, Itzulia Basque Country, Volta a Catalunya and Clásica San Sebastián.

Lidl will serve as Official Fresh Food Partner at all five events. In addition, Lidl will take on further partnership roles depending on the race:

- La Vuelta Femenina by Lidl: Presenting Partner, Main Partner and Partner of the General Classification Leader's Red Jersey
- La Vuelta: Main Partner and Partner of the General Classification Leader's Red Jersey
- Itzulia Basque Country: Main Partner and Jersey Partner
- Volta a Catalunya: Main Partner
- Clásica San Sebastián: Main Partner

The partnership will begin in 2027 and is planned to run for several years.

Expanding Lidl's International Commitment to Cycling

The Spanish races mark another step in Lidl's international commitment to cycling. In doing so, the company goes beyond the traditional role of a sponsor. Lidl will bring its reach, organisational experience and expertise as an international food retailer to the partnership. The aim is to work together with its partners to support the continued development of the events and make cycling accessible to a broad audience.

"Cycling is part of everyday life and brings together many of the things Lidl stands for: conscious nutrition, an active lifestyle and genuine team spirit. That's why our commitment deliberately goes beyond traditional brand visibility. We want to bring our strengths as a company to the table, working together with our partners to further develop cycling and inspire as many people as possible to get active," says Jens Thiemer, Chief Customer Officer Lidl Stiftung & Co. KG.

"We are happy to begin this new partnership with Lidl, a company with a solid and proven track record of commitment to cycling. Its international reach and focus on balanced nutrition and active lifestyles make Lidl a natural partner for our events. We share the ambition to continue developing

our events, enhancing the fan experience and bringing cycling closer to families and new audiences. We are also particularly pleased that this agreement will further strengthen Lidl's support for La Vuelta Femenina and women's cycling," says Javier Guillén, General Director of La Vuelta.

Focus on Fresh Food, Active Lifestyles and Women's Cycling

As Official Fresh Food Partner, Lidl is linking its commitment to its international guiding principle, "Feed Your Passion". The focus is on the connection between fresh food, balanced nutrition and an active lifestyle. Spain plays a particularly important role in this context as a major country of origin for fruit and vegetables that Lidl exports to numerous European countries.

Another key focus is supporting women's cycling. As Presenting Partner and Main Partner of La Vuelta Femenina by Lidl and Partner of the General Classification Leader's Red Jersey, Lidl aims to increase attention for the race and contribute to greater equality in the visibility of sporting achievements by women and men.

The partnership will also be used to create a link between professional cycling and physical activity in everyday life. Planned activations include experiences for fans along the race routes as well as selected initiatives for families with children.

About La Vuelta

La Vuelta is Spain's most epic and open cycling competition, one of the most prestigious in the world. Alongside the Tour de France, it is one of the three Grand Tours in professional road cycling. First held in 1935, La Vuelta is composed of 21 stages of shared endurance across the nation's unpredictable terrain. Held in August, La Vuelta is Europe's grand cycling finale, the last opportunity for the best riders to prove it all. This very challenging competition only reveals its winner at the end.

La Vuelta has evolved over more than 90 years to become a truly international event, reaching millions of fans around the world through extensive media coverage in 190 countries and welcoming millions of spectators on-site along the route and in our agile arena, where the event becomes a true celebration for the public.

La Vuelta is also committed to progress and inclusivity, with its women's race, La Vuelta Femenina by Lidl, which continues to grow in impact and visibility.

La Vuelta has gone beyond sport. Through its new programme "La Vuelta es Más", the race reinforces its commitment to a more environmentally responsible way of organizing sporting events, promoting cycling as a lifestyle, supporting social causes, and showcasing Spain's regions as cycling-friendly destinations.

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Therefore, La Vuelta commits for a more connected and vibrant country.

About Lidl
Based in Neckarsulm, Germany, Lidl is a part of Schwarz Group and counts among the leading food retail companies in Germany and Europe. Lidl is currently active in 32 countries, where it operates around 13,000 stores and more than 230 goods distribution and logistics centers, while employing over 395,000 members of staff.

At Lidl, we place a high value on offering our customers the optimum price-performance ratio. Simplicity and a focus on process dictate the daily routines in our stores, regional distribution centers and national headquarters. Lidl Stiftung & Co. KG is based in Neckarsulm, Germany. It is the system provider that supplies the basis for the local activities of the national companies. In coordination with the national companies, it provides the framework for operational business and is responsible for conceiving and designing standardized processes worldwide.

In its daily operations, Lidl assumes responsibility for people, society and the environment. Sustainability for Lidl means meeting its promise of quality every day anew.

Performance, respect, trust, grounded and belonging are the values at the heart of our corporate culture at Lidl. They shape our daily actions and form the basis of our success as a company.

Lidl generated store revenue of 140.2 billion euros in fiscal year 2025. The total revenue of the companies of Schwarz Group for fiscal year 2025 amounted to 185.6 billion euros.