NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Lidl GB introduces Live Well logo signpost

26 August 2025 | News

The Lidl Live Well logo goes a step further, with products also needing to align with the Planetary Health Diet



The Lidl Live Well logo goes a step further, with products also needing to align with the Planetary Health Diet

Lidl GB has become the first discounter to introduce a health marker to its own-label products: Live Well. A new logo designed to help customers easily identify healthy products when shopping in-store. While other competitorsâ?? health markers only inform shoppers about nutritional profiles, the Lidl Live Well logo goes a step further with products also needing to align with the Planetary Health Diet, a global diet that is healthy for both people and planet, as well as broader sustainability criteria.

The Lidl Live Well logo has been developed in collaboration with the British Nutrition Foundation (BNF) and builds on the Lidl partnership principles with WWF to align with the Planetary Health Diet â?? a first in the industry â?? giving shoppers confidence to make more holistic choices.

Set to roll out in stores in the next six months, the logo will initially signpost over 100 Lidl own-label products, including fruit and veg, wholegrain products & plant-based protein products. It builds on the discounterâ??s industry-leading commitments made earlier this year to increase the proportion of plant-based foods sold by 20 per cent by 2030. With the launch of Live Well, Lidl GB is also committing to 10 per cent of its own-label food products meeting the Live Well criteria by 2030.