

Lidl is facing a €200,000 bill after an offer for Christmas dinners for the poor for those who tweeted using a certain hashtag went viral.

The discounter launched a Twitter campaign in Belgium on Monday, saying it would hand out five four-course Christmas dinners to food banks for each tweet on the hashtag.

The dinners consisted of tomato soup, chicken vol-au-vents with chips, an ice-cream cake and chocolates.

The discounter expected to send out 1,000 of the €20 dinners.

Local newspapers, however, covered the campaign, and people retweeted using the hashtag 'luxevooredereen', which is Dutch for 'luxury for everyone'.

Over 1,500 tweets were sent within the first day of the offer, meaning Lidl had to provide 7,500 dinners.

"We've learnt quite a few lessons over the past 48 hours, to say the least," a spokesperson for the supermarket chain was quoted as saying.