

ALDIfresh Facts

ALDI makes healthy living simple and affordable by offering a variety of high-quality food products, including fresh produce, meat, dairy and bakery items. As part of its long-standing dedication to offering high-quality products at everyday low prices, all ALDI buyers and manufacturers are tasked with continuing to improve the nutritional profile of ALDI products. Here are more ways ALDI inspires shoppers to cook and eat healthier:

Store Expansion:

By December 31, 2018, ALDI will open a minimum of 650 new stores, all of which will have increased store space dedicated to fruits and vegetables.

Increased Healthier Store Offerings:

Since 2012, ALDI has increased its store space dedicated to fruits and vegetables. ALDI is focused on increasing the number of healthier items requested by its customers through new product lines available in all stores this year.

- o LiveGfree gluten-free products deliver everyday products including granola bars and multi-seed crackers to pizza, spaghetti and chicken breast nuggets.
- o The SimplyNature line of products includes several organic items and is free of artificial colors, flavors and unnecessary enhancers. SimplyNature products range from milk, almond butter, cereal and apple juice, to pasta sauce, pizza, salsa and various snacks, providing a variety of options for all members of the family.

Healthier Marketing Campaigns:

ALDI marketing campaigns, including advertising, social media and in-store catalogs, will continue to include healthier messaging that encourages families to eat more nutritious food and cook meals at home. Healthy, family-friendly tips from our panel of Registered Dietitians can be found on www.aldi.us.

Simply Smarter Shopping:

In an effort to make it easier for families to find nutritious options in-store, ALDI requires all of its exclusive brand food suppliers to list key nutritional information on the front of the package. The new labels allow shoppers to easily find nutritional information on all ALDI exclusive brand products, further streamlining the shopping experience. More than 90 percent of the grocery items that ALDI sells are under the company's exclusive brands.

*A leader in the grocery retailing industry, ALDI operates nearly 1,300 stores in 32 states, primarily from Kansas to the East Coast. More than 25 million customers each month save up to 50 percent** on their grocery bills, benefiting from the ALDI simple and streamlined approach to retailing. ALDI sells more than 1,300 of the most commonly purchased grocery items, primarily under its exclusive brands, which must meet or exceed the national name brands on taste and quality. ALDI is so confident in the quality of its products, the company offers a Double Guarantee: if for any reason a customer is not 100 percent satisfied with any ALDI food product, ALDI will gladly replace the product and refund the purchase price. For more information about ALDI, visit www.aldi.us.*

***Based upon a price comparison of comparable products sold at leading national retail grocery stores.*



Simply Smarter Shopping.®