

ALDI SHOPPERS  
**SAVE UP TO 50%\***

COMPARED TO OUR COMPETITORS  
*And it's all 100% as yummy*



## SIMPLICITY SAVES

KEEPING things simple at ALDI comes down to one objective – saving you money. That's why you won't see fancy displays or add-on services like banks and pharmacies. The rule around here is if it isn't necessary, we don't do it. Period. End of story.

**HERE ARE SOME OTHER CLEVER WAYS WE KEEP THINGS SIMPLE:**



*The smartest quarter you'll never spend*

LEND us a quarter and we'll lend you a cart. When you bring back the cart, you'll get your quarter back. Easy squeezey.



*Bag it your way*

AT ALDI, you pack your own groceries. That keeps our lines moving faster and saves you even more money. Cha-ching!



\*Based upon a price comparison of comparable products sold at leading national competitors



## THE ALDI DOUBLE GUARANTEE

IF ever you're unsatisfied with any ALDI item, we will replace it AND refund your money. But don't get too excited – we work very hard to make sure you won't need it.



## ALDI FINDS

EACH week we feature great deals on limited time premium items. And it's not always food. Needless to say, this stuff goes fast.

## LOG ON. TAP IN. GET CONNECTED.

DOWNLOAD our app or sign up for weekly emails to get first dibs on the latest deals and ALDI finds.



WE ACCEPT

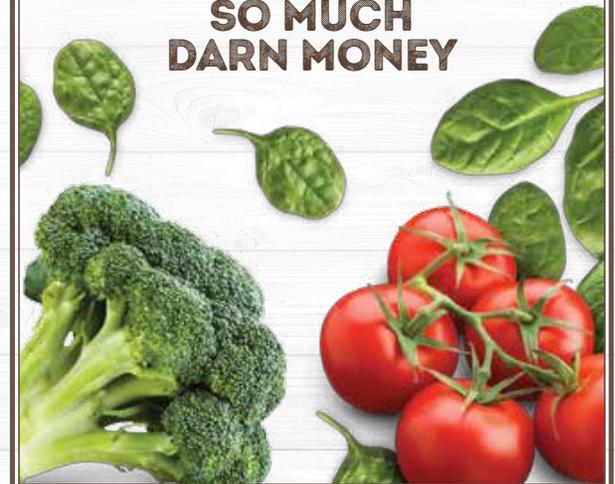
**JOIN THE MILLIONS WHO ARE RAVING, CRAVING AND SAVING**

ALDI.US BLOG.ALDI.US/



## A SHOPPER'S FIELD GUIDE

TO WHO WE ARE,  
WHY WE'RE UNIQUE,  
AND HOW WE  
➔ **SAVE YOU** ←  
**SO MUCH DARN MONEY**



00000H, ALD.

HERE at ALDI

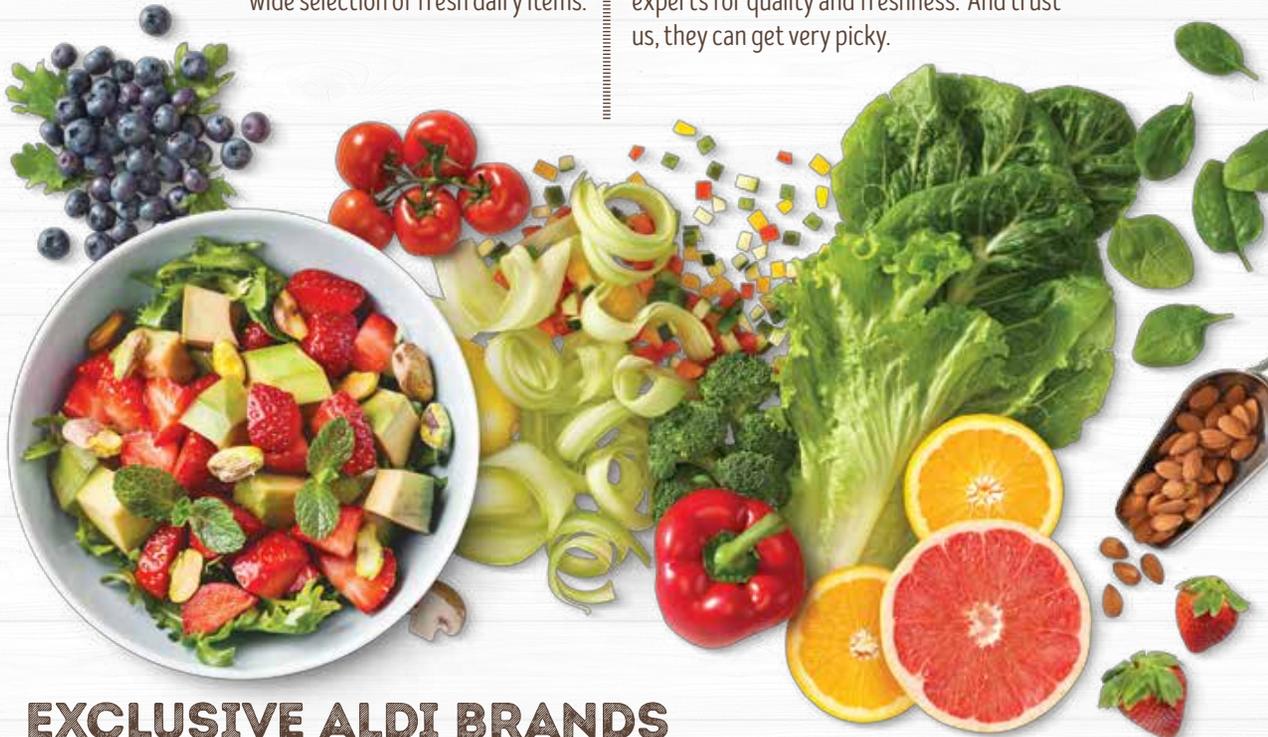
# SAVING ON QUALITY ISN'T AN EVENT. IT'S A LIFESTYLE.

WE SPEAK *Fresh* FLUENTLY

NO need to wonder what's fresh here at ALDI. We offer a variety of fresh produce and meats plus a wide selection of fresh dairy items.

*The* ALDI TEST KITCHEN

EVERY item we sell is tested by our culinary experts for quality and freshness. And trust us, they can get very picky.



## EXCLUSIVE ALDI BRANDS

ALDI exclusive brands taste as good as (some even say better than) national brands. Yet they cost up to 50%\* less. So how do we do it? We start by bargaining hard with our suppliers for the best deals. Then we pass the savings on to our customers.

HERE ARE SOME OF OUR FAVORITES →



Make quality food a simple choice with our selection of SimplyNature organic items



Gluten free foods so delicious you'll forget they're gluten free



From handpicked meats to rich treats, indulge in the best gourmet every day



## ALDI TAKES THE LEAD

Every ALDI exclusive brand is completely free from certified synthetic colors and has no added MSG or partially hydrogenated oils

Our products don't contain certified synthetic colors



NO MSG ADDED

Enjoy your favorite foods without added MSG

We're helping promote better heart health with zero partially hydrogenated oils added



WE HAVE A RESPONSIBILITY to you and the world around us



ALDI is committed to offering seafood from sustainable sources

Look for products at ALDI with this logo to support quality products that improve lives and protect the environment



ALDI products with this logo are helping to provide better opportunities for farmers, their families and our planet

\* Based upon a price comparison of comparable products sold at leading national competitors