



For Immediate Release

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Survey Names ALDI the Low-Price Grocery Leader for Second Consecutive Year
Findings also show that private label products are an increasing priority for consumers

Batavia, Ill. – June 5, 2012 – Discount grocer ALDI was recognized as the nation’s low-price grocery leader for the second year in a row, according to a recent consumer survey* conducted by Market Force Information, Inc., the world’s leading customer intelligence solutions company. When asked to rank the top eight grocers offering low prices, consumers ranked ALDI No. 1, ahead of competitors such as Walmart, Costco, Publix, Kroger, Safeway and ShopRite.

ALDI is where smart shoppers save up to 50 percent** on fresh produce and more than 1,400 of the most commonly purchased grocery items, without the hassle of clipping coupons or buying in bulk. More than 20 million customers each month benefit from the simple and streamlined approach ALDI has to grocery retailing.

“Our focus has always been on low prices and high quality,” said Jason Hart, president, ALDI. “We’re proud that more and more consumers are realizing that they can save time and money at ALDI without sacrificing quality.”

The survey also revealed that the availability of good private label products is becoming a priority for more consumers. This year, 41 percent said private label is a determining factor when selecting a grocer, versus 38 percent last year. ALDI is known for its exclusive brands and conducts rigorous testing to ensure its products meet or beat the national brands on taste and quality.

“We’re so confident in the high quality of our products that we offer customers a Double Guarantee,” said Chuck Youngstrom, president, ALDI. “If for any reason, a customer is not 100 percent satisfied with any ALDI food product, we will gladly replace the product and refund the purchase price.”

With the summer season underway, there’s no better time to switch and save with ALDI by stocking up for less on grilling essentials, such as fresh meats, ice creams and sports drinks. In fact, a recent basket shop of selected summer items reflected ALDI products were 46 percent less expensive compared to similar items at traditional grocers.

ALDI plans to open more than 80 stores in the United States in 2012, bringing grocery savings and its simply smarter shopping concept to more people every day.

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About ALDI Inc.

*A leader in the grocery retailing industry, ALDI operates more than 1,200 U.S. stores in 32 states, primarily from Kansas to the East Coast. More than 20 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 1,400 of the most frequently purchased grocery and household 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.*

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**Consumers view ALDI as the affordable price leader among leading grocers, according to Market Force Information. The survey was conducted among more than 6,000 consumers across the United States and Canada in March 2012.*

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