



For Immediate Release

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Select Assortment Discount Grocer ALDI Opens New Indianapolis Store January 7, 2011

Grocer Keeps it Simple – Shoppers Save Big

Indianapolis, Ind. – Jan. 7, 2011 – Beginning January 7, 2011, ALDI will offer grocery shoppers a smarter alternative as the select assortment discount grocer opens its newest Indianapolis store, located at 2955 Madison Avenue. The new replacement Indianapolis store will offer shoppers an even more enjoyable shopping experience with a fresh look, including an expanded five-aisle layout, a higher ceiling and natural lighting. Known for its premium ALDI select brands, ALDI is able to offer high-quality grocery items at unbeatable prices.

“We are pleased to bring another location to the Indianapolis area to help more customers stretch their dollars even further,” said Laura Bauer, vice president Greenwood division for ALDI. “ALDI has been a favorite in the Indianapolis area for years, and the newest store will bring shoppers quality products in an even more convenient way.”

Customers can expect to find more than 1,400 of the most frequently purchased items sold under ALDI select brands for prices up to 50 percent less than traditional supermarkets. A model of efficiency, ALDI eliminates overhead costs by offering smart, efficient practices, such as a cart deposit system, through which shoppers insert a quarter to release a cart and receive the quarter back upon the cart’s return. Other cost-saving practices include a smaller store footprint, open carton displays and encouragement of customers to bring their own shopping bags.

ALDI also saves shoppers money by keeping stores open during prime shopping times. The newest Indianapolis-area location will be open from 9 a.m. to 8 p.m. Monday through Saturday and from 9 a.m. to 6 p.m. on Sunday. ALDI accepts cash, debit and SNAP cards.

A grocery retailer that has grown without merger or acquisition, ALDI plans to open more than 80 stores in 2011.

About ALDI Inc.

A leader in the grocery retailing industry since 1976, ALDI has more than 1,100 U.S. stores located in 31 states primarily from Kansas to the East Coast. In the spring of 2010, ALDI opened a new division in the Dallas/Ft. Worth area. A select assortment discount grocer featuring its own ALDI select brands, ALDI applies smart and efficient operational and business practices to save more than 20 million monthly customers up to 50 percent on their grocery bills. ALDI, named 2009 Retailer of the Year by PL Buyer, sells more than 1,400 of the most frequently purchased grocery and household items in manageable, non-bulk packaging. For more information about ALDI, visit www.aldi.us.

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