For Immediate Release

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ALDI Announces Return to Joplin  
Grocer Reopens Joplin Store Five Months After Tornadoes

Joplin, MO – Oct. 22, 2011 – ALDI announced today its plans to reopen the Joplin ALDI store on Saturday, October 22, 2011 exactly five months after the store was destroyed by the tornadoes that devastated the area on May 22, 2011. The store was rebuilt on its' previous site at 3205 East 20th.

“We’ve been a part of the Joplin community since 1986, and it feels great to be back up and running here,” said Mark Bersted, ALDI division vice president. “ALDI has worked closely with city officials to rebuild the store as part of the broader Joplin recovery plan, and to offer residents a high-quality, low price grocery option as quickly as possible.”

The new store will open ahead of schedule after being completely demolished by the tornadoes, and before many other area retailers who are still rebuilding. With higher ceilings, improved natural lighting and environmentally friendly building materials – such as recycled materials and energy-saving refrigeration and light bulbs – the store will offer shoppers a more enjoyable shopping experience.

Known for its premium ALDI select brands, ALDI is able to offer high-quality grocery items at unbeatable prices. 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 Joplin location will be open from 9 a.m. to 8 p.m. Monday through Saturday and from 9 a.m. to 7 p.m. on Sunday. ALDI accepts cash, debit and Link 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 is committed to bringing customers the highest quality products at the lowest possible prices. The company’s exclusive brands meet or beat the national name brands on taste and quality. With more than 1,100 U.S. stores located in 31 states, primarily from Kansas to the East Coast, ALDI continues to expand, most recently in the Dallas/Ft.
Worth area and South Florida. 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 sells more than 1,400 of the most frequently purchased grocery and household items in a simple and easy-to-navigate shopping environment. For more information about ALDI, visit www.aldi.us.

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