



For Immediate Release

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ALDI Named Low-Price Grocery Leader in New Consumer Survey

Savings Continue this Summer with Unbeatable Prices

Batavia, Ill. – June 6, 2011 –Discount grocer ALDI was recognized as the nation’s low-price grocery leader, 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 10 grocers offering low prices, consumers ranked ALDI No. 1, ahead of competitors such as WalMart, Costco, Kroger, Meijer and Safeway.

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.

“We are honored that shoppers consider ALDI the low- price grocery leader,” said Jason Hart, co-president, ALDI. “We believe great quality shouldn’t come at a high price; rather great quality should come with everyday low prices and that’s what our customers find at ALDI.”

The survey also revealed that the availability of good, private-label products is high on consumers’ priority list with 38 percent revealing that this is a determining factor when selecting a grocer. Known for its exclusive brands, ALDI conducts rigorous testing to ensure its products meet or beat the national brands on taste and quality.

“Consumers who switch from national brands to ALDI exclusive brands find consistent, high quality matched by significant savings of up to 50 percent,” said Chuck Youngstrom, co-president, ALDI. “ALDI is so confident in the high quality of our products that we offer customers our Double Guarantee: If for any reason, a customer is not 100 percent satisfied with any ALDI product, we will gladly replace the product and refund the purchase price.”

With grilling season underway, there’s no better time to switch and save with ALDI by stocking up on summer essentials for less, such as hot dogs, ice cream bars and bottled water. In fact, a recent basket shop of selected summer items reflected ALDI products were \$25 compared to similar items at traditional grocers that totaled more than \$50.

ALDI plans to open more than 80 stores in urban, suburban and rural areas in the United States in 2011, bringing grocery savings to more people every day.

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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.

*Consumers view ALDI as the affordable price leader among top grocers, according to Market Force Research. Study conducted among more than 6,000 consumers across the US and Canada in March 2011.

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