



For Immediate Release

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ALDI Partners with USDA to Help Make it Easier, More Affordable for Americans to Fill Half their Plate with Fruits and Vegetables

Batavia, Ill. – September 7, 2011 - Today ALDI announced its new partnership with the U.S. Department of Agriculture. ALDI, the discount grocer with more than 1,100 stores in 31 states, is launching a campaign this month that aligns with USDA nutrition messages and the MyPlate icon to encourage consumers to fill half their plate with fruits and vegetables.

“Partners like ALDI help us amplify the reach of our nutrition messages and prompt consumers to think about building a healthy plate at mealtime,” said Dr. Robert Post, deputy director of the USDA Center for Nutrition Policy and Promotion. “MyPlate is an uncomplicated symbol that helps remind people to think about their food choices in a way that leads to healthier lifestyles.”

“This initiative coincides with the ALDI mission to provide the highest quality products at the lowest possible prices to our customers,” said Chuck Youngstrom, co-president, ALDI. “We want to play our part to help Americans fill half their plate with fruits and vegetables.”

The ALDI MyPlate campaign will reach more than 20 million customers each month by offering produce prices that are significantly lower than at traditional grocery retailers. In addition, each week, ALDI offers produce “Picks of the Week” that provide even greater savings on featured fruits and vegetables. This information will be promoted through weekly ALDI flyers and in store signage. The ALDI website will include recipes and nutrition tips created by a registered dietitian.

Nearly 90 percent of Americans fall short of the recommended daily servings of vegetables, and 80 percent fall short of fruit.* ALDI aims to make it easy and affordable for people to fill half their plate with fruits and vegetables every day.

The USDA also recommends that consumers opt for store brands when possible in order to get the same or similar product for a lower price.** The products at ALDI are a great fit for this recommendation. At ALDI, customers can expect to find more than 1,400 of the most frequently purchased items sold under ALDI exclusive brands for prices up to 50 percent less than traditional supermarkets. ALDI carries fresh, in-season fruits and vegetables and also offers fresh, high-quality USDA-inspected meats and dairy products at significant savings.

Recently, ALDI was recognized as the nation’s low price grocery leader, according to a 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 number one, ahead of competitors such as WalMart, Costco, Kroger, Meijer and Safeway.

Consumers can visit www.aldi.us to download recipes, tips and shopping lists. For more details about MyPlate, visit www.ChooseMyPlate.gov to find practical information about how to build healthier diets using resources and tools for dietary assessment and nutrition education.

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.

*Krebs Smith SM, Guenther PM, Subar AF, Kirkpatrick SI, Dodd KW. Americans do not meet federal dietary recommendations. *Journal of Nutrition*. 2010;140:1832-1838.

** http://www.puripeds.com/pdf_files/myplate-tip-sheets_14_pages.pdf

***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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