



For Immediate Release

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ALDI to Open First-Ever New York City Store in Queens Borough
Select Assortment Discount Grocer to Open Feb. 18 in Rego Park Center

Queens, NY. – Feb. 17, 2011 – Beginning Friday, Feb. 18, ALDI will offer grocery shoppers a smarter alternative as the select assortment discount grocer opens its first New York City-area store, located at 61-11 Junction Blvd. in Rego Park, NY.

“ALDI will continue to offer its same incredibly low prices every single day,” according to Bruce Persohn, South Windsor divisional vice president for ALDI.

The ALDI Queens store will offer high-quality ALDI select brands at prices that are up to 45 percent less than other New York City traditional grocers. In addition, ALDI is bringing its standard store floorplan to Queens, including 8-foot-wide aisles that give customers more room to shop than in a typical New York City grocery store.

“At ALDI, everything we do is designed with one goal in mind – to help our customers stretch their grocery dollars. We provide great quality products and low prices every single day that our shoppers have come to know and count on,” Persohn said.

Customers can expect to find more than 1,400 of the most frequently purchased items sold under ALDI select brands. A model of efficiency, ALDI eliminates overhead costs by offering smart, efficient practices, such as merchandising its products in open carton displays and encouraging customers to bring their own shopping bags.

ALDI also saves shoppers money by keeping its stores open during prime shopping times. The Rego Park Center store will be open from 10 a.m. to 9 p.m., Monday through Friday, 9 a.m. to 9 p.m. on Saturday and 10 a.m. to 8 p.m. on Sunday. ALDI accepts cash, debit and EBT cards.

“People really discover the ALDI difference when they try our ALDI select brands and find honest to goodness savings,” said Persohn. “And, quality, taste and satisfaction are always double guaranteed at ALDI. If for any reason a customer is not 100 percent satisfied with any product, we'll replace it and refund their money.”

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This is the first of three grocery stores the company plans to open in the area, including new locations in the Bronx and Bay Shore areas.

“Our growth is a testament to our popularity with consumers and the loyalty of our long-time customers,” added Persohn.

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 45 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.