



For Immediate Release

Contacts: Amy Nadler
(312) 988-2031
ANadler@webershandwick.com

Liz Manley
(312) 988-2422
EManley@webershandwick.com

Select Assortment Discount Grocer ALDI Opens New Salisbury Store on April 12 *Grocer Keeps it Simple – Shoppers Save Big*

Salisbury, N.C. – April 12, 2012 – Beginning Thursday, April 12, ALDI will offer grocery shoppers a smarter alternative as the select assortment discount grocer opens its new Salisbury store, located at 920 Jake Alexander Blvd. West. A preview event will be held on Wednesday, April 11, where customers are invited to sample ALDI products and tour the store. Known for its premium ALDI exclusive brands, ALDI offers high-quality grocery items at unbeatable prices.

“We are pleased to bring this location to Salisbury to help more customers stretch their dollars even further,” said Kendra Shaw, Salisbury division director of operations for ALDI. “As important as price is, there’s only one way to attract and keep shoppers: You have to have quality products. When people try our ALDI exclusive brands, they find out that inexpensive can be great.”

The Salisbury store showcases the “new look” of ALDI. 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 customers a simple and easy-to-navigate shopping experience.

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. A model of efficiency, ALDI eliminates overhead costs by offering smart practices such as a cart rental 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 location will be open from 9 a.m. to 8 p.m. Monday through Saturday and from 11 a.m. to 6 p.m. on Sunday. ALDI accepts cash, debit and EBT/Quest cards.

A grocery retailer that has grown without merger or acquisition, ALDI opened 75 stores in the United States in 2011 and plans to open more than 80 stores in 2012. ALDI has more than 1,200 U.S. stores located in 32 states.

About ALDI Inc.

A leader in the grocery retailing industry, ALDI operates more than 1,200 U.S. stores in 32 states, primarily from Kansas to the East Coast. More than 20 million customers each month save up to 50 percent on their grocery bills, benefiting from the ALDI simple and streamlined approach to retailing. ALDI sells more than 1,400 of the most frequently purchased grocery and household items, primarily under its exclusive brands, which must meet or exceed the national name brands on taste and quality. ALDI is so confident in the quality of its products, the company offers a Double Guarantee: If for any reason a customer is not 100 percent satisfied with any ALDI product, ALDI will gladly replace the product and refund the purchase price. For more information about ALDI, visit www.aldi.us.

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