



**For Immediate Release**

**Contacts:** Natalie Horner  
(312) 988-2123  
[NHorner@webershandwick.com](mailto:NHorner@webershandwick.com)

Laura Schlageter  
(312) 988-2106  
[LSchlageter@webershandwick.com](mailto:LSchlageter@webershandwick.com)

**Select Assortment Discount Grocer ALDI Opens New Creve Coeur Store May 2, 2013**  
*Grocer Keeps it Simple – Shoppers Save Big*

**St. Louis, Mo. – April 11, 2013** – Beginning Thursday, May 2, 2013, ALDI will offer grocery shoppers a smarter alternative as the select assortment discount grocer opens its newest St. Louis-area store, located at 11745 Olive Blvd. in Creve Coeur. The opening marks the addition of St. Louis' 21st location, allowing more shoppers to discover the store's premium ALDI exclusive brands and high-quality grocery items at incredibly low prices.

"As ALDI continues to grow in St. Louis, we are pleased to open this new location to help more customers stretch their dollars even further," said Rob Jeffries, O'Fallon division vice president 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 are surprised by the savings and impressed by the quality."

To celebrate the opening of the Creve Coeur store, ALDI will host a ribbon-cutting ceremony at 8:30 a.m. on Thursday, May 2, to which the public is invited to attend before the official public opening at 9 a.m. Additionally, guests can enter an on-site sweepstakes for a chance to win ALDI gift certificates.

ALDI challenges customers to switch from national brands to its exclusive brands and save up to 50 percent\* on more than 1,400 items the store carries. To ensure its exclusive brands meet or exceed the national brands on taste and quality, ALDI conducts rigorous testing on all products. ALDI stands behind this quality with a Double Guarantee: If for any reason a customer is not 100 percent satisfied with a food product, ALDI will gladly replace the product *and* refund the customer's money.

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 9 p.m. Monday through Saturday and from 9 a.m. to 7 p.m. on Sunday. ALDI accepts cash, debit and EBT cards.

The Creve Coeur 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.

A grocery retailer that has grown without merger or acquisition, ALDI has more than 1,200 U.S. stores located in 32 states. Over the last several years, ALDI has added approximately 50-80 new stores each year, expanding the ability to bring grocery savings to more people every day.

***About ALDI Inc.***

*A leader in the grocery retailing industry, ALDI operates more than 1,200 US stores in 32 states, primarily from Kansas to the East Coast. More than 25 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 food product, ALDI will gladly replace the product and refund the purchase price. For more information about ALDI, visit [www.aldi.us](http://www.aldi.us).*

*\*Based upon a price comparison of comparable products sold at leading national retail grocery stores.*

###