



For Immediate Release

Contact: Lauren Acosta

(312) 988-2047

LAcosta@webershandwick.com

Arwa Luqman

(312) 988-2007

ALuqman@webershandwick.com

Select Assortment Discount Grocer ALDI Opens First Houston Stores

Grocer Keeps it Simple – Shoppers Save Big

Houston, Texas – March 25, 2013 – On Thursday, April 11, ALDI, the nation’s low price grocery leader,* will officially open its first nine Houston area stores across the city. In total, ALDI will open 30 new stores over the next two years, bringing approximately 400 jobs and more than \$125 million of capital in the Houston metro area. With more than 1,200 stores in 32 states, ALDI is known for high-quality grocery items at incredibly low prices.

“We are pleased to bring our first stores to Houston to help customers get high-quality products at everyday low prices,” said Scott Huska, Denton division vice president for ALDI. “We challenge shoppers to switch from national brands to our high-quality exclusive brands and save up to 50 percent** without compromising. As important as price is, the only way to attract and keep shoppers is to have quality products.”

To celebrate the opening of the Houston-area stores, ALDI will host ribbon-cutting ceremonies throughout the week, to which the public is invited to attend, sample ALDI exclusive brands and tour the new stores. Additionally, guests can enter an on-site sweepstakes for a chance to win ALDI gift certificates. Details on the Open House events are below:

Open House Events & Ribbon-Cuttings		
Monday, April 8 10:45 a.m.	Tuesday, April 9 10:45 a.m.	Wednesday, April 10 10:45 a.m.
2009 S. Mason Rd. Katy, TX 77450	10402 Hwy. 6 South Sugar Land, TX 77498	2045 N. Loop 336 Conroe, TX 77304
11510 Broadway Pearland, TX 77584	6900 FM 1960 East Humble, TX 77346	13340 Tomball Pkwy. Houston, TX 77086
2302 FM 2920 Rd. Spring, TX 77388	5930 Fry Rd. Katy, TX 77449	4140 Fairmont Pkwy. Pasadena, TX 77504

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 smaller store footprint, open carton displays and encouragement of customers to bring their own shopping bags.

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.

ALDI also saves shoppers money by keeping stores open during prime shopping times. The Houston locations will be open from 9 a.m. to 9 p.m. Monday through Sunday. ALDI accepts cash, debit and EBT cards.

The Houston-area stores feature high ceilings, natural lighting and environmentally friendly building materials – such as recycled materials and energy-saving refrigeration and light bulbs – to ensure that customers enjoy a shopping experience that is simple and easy to navigate.

A grocery retailer that has grown without merger or acquisition, 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.*

**Consumers view ALDI as the affordable price leader among leading grocers, according to Market Force Information. The survey was conducted among more than 6,000 consumers across the United States and Canada in March 2012.*

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

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