



For Immediate Release

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ALDI Named Low-Price Grocery Leader for Fourth Consecutive Year

Survey also recognizes ALDI as one of America's top three favorite grocery store chains

Batavia, Ill. – Aug. 6, 2014 – Discount grocer ALDI was recognized as the nation's low-price grocery leader for the fourth year in a row, according to a recent consumer survey* conducted by Market Force Information, Inc., the world's leading customer intelligence solutions company. When asked to rank the top grocers offering low prices, consumers ranked ALDI ahead of competitors such as Costco, Walmart and Trader Joe's. Consumers also named ALDI one of the top three favorite grocery store chains in America**.

"It's no surprise that ALDI continues to be recognized as the low-price grocery leader," said Jason Hart, president, ALDI. "However, these latest survey findings prove that a growing number of consumers are choosing to shop at ALDI for more than just low prices."

In addition to remaining the low-price grocery leader, ALDI maintained a top five ranking in the categories of Good Private Label Brands, Accurate Pricing and Tags and Sustainable Environment / Green Policies. ALDI also earned top-five rankings in three new categories: Courteous Staff, Fast Checkout and Nutrition / Health information.

"Our accelerated expansion plan is a testament to the millions of shoppers who have embraced the ALDI approach to offering the highest quality products at the lowest possible prices, in a simple and easy-to-navigate shopping environment," added Hart. "Consumers are increasingly impressed with the high quality of our food and the fact that we offer a growing number of healthy, organic, gluten-free and better-for-you options, including nearly 70 varieties of fresh produce."

ALDI announced in December 2013 that it intends to open 650 new stores across the country in the next five years.

About ALDI Inc.

A leader in the grocery retailing industry, ALDI operates nearly 1,300 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 1,300 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.*

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*Consumers view ALDI as the affordable price leader among leading grocers, according to Market Force Information, Inc. The survey was conducted among more than 6,200 consumers across the United States and Canada in March 2014.

*** Market Force asked participants to rate their satisfaction with their most recent grocery shopping experience and their likelihood to refer that grocer. The results were averaged to attain a Composite Loyalty Score, which reveals the intersection between overall satisfaction and the likelihood of recommending a store to others.*