



Contacts: Lauren Carusona (312) 988-2314 LCarusona@webershandwick.com Andres Malo (312) 988-2147 AMalo@webershandwick.com

ALDI Exclusive 'LiveGfree' Product Line Becomes Permanent Addition in Stores
Grocer Offers Affordable Options for Gluten-Restricted Diets to Answer Shopper Demand

Batavia, Ill. – October 7, 2014 – ALDI, the nation's low price grocery leader*, continues to demonstrate its ability to provide high quality products at the lowest possible prices with its permanent addition of exclusive gluten-free brand "LiveGfree." The line features 17 items from bread, pasta and pretzels to cookies, brownie mix and granola.

Adding LiveGfree products to its exclusive offerings was a direct response by ALDI to the overwhelmingly positive feedback received from its shopper base. Immediately following the product line's initial debut as a Special Buy, gluten-free fans and supporters from all regions of the U.S. applauded LiveGfree as "affordable" and "great tasting" while expressing their satisfaction with ALDI for making affordable gluten-free items available to them.

"At ALDI, we have always believed in offering high quality food at everyday low prices. We applied this same philosophy when selecting items to include in our new LiveGfree line of gluten-free products," said Chuck Youngstrom, president of ALDI. "ALDI shoppers quickly embraced the great taste and affordable prices of LiveGfree products, with many requesting gluten-free products be made available in ALDI stores year round, which is exactly what we did."

The ALDI LiveGfree product line allows customers with gluten-restricted diets the opportunity to enjoy their favorite meals at an affordable price of up to 50 percent** less than traditional grocers. Available products include:

Lunch/Dinner

- LiveGfree Gluten Free Penne or Fusilli, 16 oz. – \$1.29
- LiveGfree Gluten Free Rice Pasta & Cheddar, 6 oz. - \$1.19
- LiveGfree Gluten Free Brown Rice Spaghetti, 16 oz. - \$1.89 (*available beginning Oct. 15*)
- LiveGfree Gluten Free Stuffed Sandwiches, 9 oz. - \$2.69
- LiveGfree Gluten Free Cornbread or Pizza Crust Mix, 15-16.5 oz. – \$2.99
- LiveGfree Gluten Free Cheese Lasagna or Ravioli, 9 oz. - \$3.29
- LiveGfree Gluten Free Whole Grain or White Bread, 12 oz. - \$3.99
- LiveGfree Gluten Free Wraps, 11 oz. - \$3.99
- LiveGfree Gluten Free Chicken Breast Nuggets, 16 oz. - \$4.99
- LiveGfree Gluten Free Pepperoni or Cheese Pizza, 10 oz. - \$4.99

Breakfast

- LiveGfree Gluten Free Granola Crunch Assorted Varieties, 12-12.8 oz. - \$3.49

Snacks

- LiveGfree Gluten Free Multi Seed Crackers Assorted Varieties, 4.25 oz. – \$1.49
- LiveGfree Gluten Free Pretzel Sticks or Minis, 8 oz. - \$2.49
- LiveGfree Gluten Free Baked Chewy Bars Assorted Varieties, 5 oz. - \$2.49

Dessert

- LiveGfree Gluten Free Soft Baked Cookies Assorted Varieties , 6 oz. - \$2.49
- LiveGfree Gluten Free Brownie or Baking Mix, 16-17oz. – \$2.99
- LiveGfree Gluten Free Yellow Cake or Chocolate Chip Cookie Mix, 15-19 oz. - \$2.99

To ensure its exclusive brands – including LiveGfree- meet or exceed the national brands on taste and quality, ALDI conducts rigorous testing on all products. ALDI stands behind this commitment to 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 has been recognized as the nation's low-price grocery leader for four consecutive years, 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, the 6,200 consumers who participated in the survey ranked ALDI No.1 ahead of competitors such as Costco and Walmart.

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. ALDI has been named the 2014 Retailer of the Year by Private Label => Store Brands magazine for its strong commitment to value and innovation-focused private brand product development. For more information about ALDI, visit www.aldi.us.*

Prices as of August 15, 2014; prices and availability at individual stores may vary.

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

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

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