



For Immediate Release

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Low-Price Grocery Leader ALDI Opens Three Indianapolis-Area Stores on Oct. 10
Grocer Continues to Invest in Indianapolis Area

Indianapolis, Ind. – Sept. 22, 2014 – ALDI, the nation’s low-price grocery leader*, will continue to offer grocery shoppers a smarter alternative as the select assortment discount grocer opens its newest Indianapolis-area stores on Friday, Oct. 10. New stores will be located at 9701 E. Washington St. in Indianapolis and 300 S. State Road 135 in Greenwood. A third store at 16971 Clover Road in Noblesville will reopen after completing a remodel.

“ALDI has been a proud member of the Indianapolis community for more than 30 years,” said Laura Bauer, Greenwood division vice president for ALDI. “We continue to invest in creating an inviting shopping experience for our customers. In addition to the stores opening in October, we have replaced or remodeled five stores in the last three years and plan to open three stores next year. We’ll have 20 stores in the Indianapolis area by the end of 2015.”

To celebrate the store openings, ALDI will host ribbon-cutting ceremonies at 9 a.m. on Friday, Oct. 10, at each of the stores. The public is invited to attend. Following the ceremonies, the first 100 shoppers at each store will receive a golden ticket. Tickets contain ALDI gift certificates in varying amounts. Customers can also tour the store, sample ALDI exclusive brand products and enter an on-site sweepstakes for a chance to win a year’s supply of ALDI produce. ALDI currently carries nearly 70 varieties of fruits and vegetables, including several organic produce items.

To continue the opening celebration, ALDI will feature a holiday entertaining demonstration with Food Stylist Janice Stahl on Nov. 8 from 11 a.m. until 3 p.m. at the new store in Greenwood. Customers are invited to attend to learn tips on making holiday gatherings easy and affordable.

Shoppers who take a fresh look at ALDI can expect to find more than 1,300 of the most commonly purchased items sold under ALDI exclusive brands for prices up to 50 percent less** than traditional supermarkets. ALDI offers a wide range of new, healthier options with more than 70 varieties of produce, including organic options, USDA Choice beef and LiveGfree™ gluten-free products. To ensure its exclusive brands meet or exceed the national brands on taste and quality, ALDI conducts rigorous testing on all products and 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. In addition, all three stores feature high ceilings, natural lighting and environmentally-friendly building materials – such as recycled materials and energy-saving refrigeration and light bulbs.



ALDI also saves shoppers money by keeping stores open during prime shopping times. The stores will be open from 9 a.m. to 8 p.m. Monday through Saturday and from 10 a.m. to 7 p.m. on Sunday. ALDI accepts cash, debit and EBT/Quest cards.

A grocery retailer that has grown without merger or acquisition, ALDI has nearly 1,300 stores located in 32 states. Over the last several years, ALDI has added, on average, 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 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.*

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**According to a survey of more than 6,000 consumers conducted in March 2014 by Market Force Information.*

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