



For Immediate Release

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ALDI Exclusive 'SimplyNature' Brand Emphasizes Affordability of Eating Well *Grocer Introduces Brand Focused on All-Natural and Organic Products*

Batavia, Ill. – Jan. 2, 2014 – ALDI, the nation's low price grocery leader*, continues to emphasize its impressively high quality at impossibly low prices with the launch of its new brand, "SimplyNature," which features simple foods made with only all-natural or organic ingredients. SimplyNature products range from cereal, honey, fruit bars and apple juice, to pasta sauce, pizza, salsa and various snacks.

Over the last several years, ALDI has added, on average, 80 new stores each year, allowing smart shoppers to save up to 50 percent** on more than 1,300 of the most commonly purchased grocery items, including fresh produce. ALDI now has nearly 1,300 US stores located in 32 states, serving more than 25 million customers each month. The new line of SimplyNature products is now available in all stores.

"At ALDI, we know that finding great-tasting, wholesome foods is important to our customers. With the new SimplyNature line of all-natural or organic products, customers can get high-quality, nutritious options at an affordable price," said Chuck Youngstrom, president of ALDI. "We're always striving to offer healthy options at prices that make it possible to maintain a healthy lifestyle – and that's exactly what the SimplyNature brand offers."

Beyond SimplyNature, ALDI continues to increase fresh produce offerings and currently carries nearly 70 varieties of fresh fruits and vegetables, including several new organic produce items. Organic produce items currently featured include bananas, apples, tomatoes, baby carrots and salad mixes. To provide the freshest produce possible, ALDI teams up with top growers throughout the United States, including local growers, to guarantee freshness and sustain the lowest prices.

"I like that I can find so many healthy and fresh options at ALDI," said Janice Stahl, food stylist and loyal ALDI shopper. "Shopping for all-natural or organic products can get expensive, but the SimplyNature products at ALDI provide shoppers a variety of great choices at fabulous prices."

Examples of new SimplyNature products available:

- *SimplyNature Organic Agave Nectar (11.75 oz.) - \$2.49*
- *SimplyNature Organic Fruit Bars (10 oz.) - \$2.69*
- *SimplyNature Organic Toasted Oats (9-10 oz.) - \$1.99*
- *SimplyNature Exotic Vegetable Chips (7.5 oz.) - \$2.99*
- *SimplyNature Organic Apple Juice (64 oz.) - \$2.49*
- *SimplyNature Organic Pasta Sauce (25 oz.) - \$1.99*
- *SimplyNature Organic Diced Tomatoes (28oz.) - \$1.49*
- *SimplyNature Organic Spaghetti or Linguine (16 oz.) - \$1.19*

- *SimplyNature Shredded Wheat Cereal (16.4 oz.) - \$1.99*

To ensure its exclusive brands – including SimplyNature – 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 three 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 eight grocers offering low prices, consumers ranked ALDI No. 1, ahead of competitors such as Walmart, Costco and Sam's Club.

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.*

Prices based on retails on December 11, 2013.

**Consumers view ALDI as the affordable price leader among leading grocers, according to Market Force Information. The survey was conducted among more than 6,500 consumers across the United States and Canada in May 2013.*

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

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