



For Immediate Release

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ALDI to Open First California Stores in March 2016

ALDI to Open Approximately 45 Stores and Create More Than 1,100 Quality Jobs by End of 2016

Batavia, Ill. – [June 11, 2015] – ALDI, the nation’s low-price grocery leader*, today announced it will launch its first stores in Southern California in March 2016, expecting to open approximately 25 stores before July 2016. Additionally, by the end of 2016, ALDI will employ more than 1,100 people to work in its Southern California stores, as well as at the company’s regional headquarters and warehouse in Moreno Valley, Calif.

ALDI has a long track record of being an employer of choice, offering generous wages and benefits that are higher than the national average for the retail industry. In Southern California, ALDI will offer starting wages of \$13 per hour for store associates, with an opportunity for long-standing associates to earn up to \$21 per hour. For Moreno Valley warehouse associates, ALDI will offer a starting wage of \$19 per hour, with an opportunity for long-standing warehouse associates to earn up to \$26 per hour.

Store and warehouse employees will average 33-40 hours each week and will be eligible for full benefits, including health insurance, dental coverage and the opportunity to participate in the company’s 401(k) program with matching contributions.

Since opening its first store in 1976, ALDI has achieved measured, but steady, growth and today, ALDI operates nearly 1,400 stores across 32 states and employs more than 19,000 people.

Coast-to-Coast Expansion

The ALDI expansion to California is an integral part of a five-year strategic plan to open 650 new stores across the nation. By the end of 2018, ALDI expects to operate nearly 2,000 stores, enabling ALDI to offer its fresh, high quality groceries at everyday low prices to more than 45 million customers each month. To support its expansion plan, ALDI will invest more than \$3 billion to pay for land, facilities and equipment.

“At ALDI, we firmly believe that amazing quality can be affordable, and we are excited to bring our small-format, convenient grocery shopping experience to Southern California,” said Jason Hart, CEO, ALDI. “We back up that belief by offering our shoppers great-tasting foods – from fresh produce, meats, dairy and breads to cereals, pastas and wines – at a significant savings compared to the national brands.”

To reach its aggressive expansion goals, ALDI will create more than 10,000 new jobs at its stores, warehouses and division offices from coast to coast.

“We recognize and value the excellent customer experience that our employees at every level deliver each day, and we know that we would not be growing at this accelerated pace without them,” said Hart. “Our approach to attracting and, equally as important, retaining the best employees is two-fold. First, we offer our associates generous compensation, including benefits, which is well above the industry standard. Second, we operate within a culture that is based on respect, honesty, responsibility and open communication. Together, this is an unbeatable combination.”

Growth is accelerating at ALDI due to the appeal of its unique business model that lets smart shoppers save up to 50 percent** on more than 1,300 of the most commonly purchased grocery items – offering on-trend products such as a variety of organic foods, including fruits, vegetables, and several products under its exclusive *SimplyNature* line, as well as its *liveGfree™* exclusive brand of gluten-free foods – without the hassle of clipping coupons or buying in bulk.

Small Differences, Big Savings

ALDI has been recognized for having high customer satisfaction that leads its customers to recommend ALDI to friends and family. In fact, in a recent Market Force Information consumer survey, ALDI was chosen as one of the top three favorite grocery store chains in America, as well as named the leading low-price grocery store for the fourth consecutive year.*

ALDI generates savings for its customers through a low-overhead, focused approach that includes:

- **Volume purchasing:** By concentrating its full buying power on 1,300 of the most commonly purchased grocery items in the most common size, ALDI secures sizable discounts.
- **Exclusive brand products:** More than 90 percent of products at ALDI are their own exclusive brands rather than national brands.
 - In the ALDI Test Kitchen, ALDI ensures that its products meet or exceed the quality and taste of national name brands.
 - All ALDI food products are backed by the 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.
- **Special Buys:** Each week, ALDI offers 20-30 food and non-food products at a great value that include everything from small kitchen appliances and seasonal items to outdoor furniture and gardening tools.
- **No hidden costs:** ALDI has a streamlined approach that avoids non-essential services such as banking, pharmacies and check cashing. Those savings result in lower prices for consumers.

“From the moment new customers walk through our doors, they know that, at ALDI, they are about to embark on a new shopping experience. When shoppers taste the fresh, quality foods at ALDI, and learn how our small differences directly impact their big savings at the register, they quickly become loyal shoppers. And, they tell their friends and family, which is the best endorsement we could receive,” added Hart.

About ALDI Inc.

*A leader in the grocery retailing industry, ALDI operates nearly 1,400 US stores in 32 states, primarily from Kansas to the East Coast. More than 30 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 was named the 2014 Retailer of the Year by 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.*