



## **For Immediate Release**

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### **Survey Names ALDI the Low-Price Grocery Leader for Third Consecutive Year**

*ALDI also ranked very high in customer satisfaction*

**Batavia, Ill. – Aug. 8, 2013** – Discount grocer ALDI was recognized as the nation's low-price grocery leader for the third 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 Walmart, Costco and Sam's Club.

ALDI is where smart shoppers save up to 50 percent\*\* on fresh produce and more than 1,400 of the most commonly purchased grocery items, without the hassle of clipping coupons or buying in bulk. More than 25 million customers each month benefit from the simple and streamlined approach ALDI has to grocery retailing.

"We are honored that shoppers continue to consider ALDI the low-price grocery leader," said Jason Hart, president, ALDI. "We're committed to bringing consumers the highest quality products at the lowest possible prices."

ALDI also ranked high on Market Force's "Delight Index," which reveals the intersection between overall satisfaction and the likelihood of recommending a grocer to friends/family. The Delight Index placed ALDI among such industry leaders as Trader Joe's, Whole Foods, and Publix.

"It's the great quality of our products that keep customers coming back," said Hart. "More than 90 percent of the products that we carry are under our ALDI exclusive brands, many of which are manufactured by the nation's leading food producers."

ALDI stands behind the quality of its exclusive food products with 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.

#### ***About ALDI Inc.***

*A leader in the grocery retailing industry, ALDI operates more than 1,200 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 1,400 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](http://www.aldi.us).*

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*\*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.*