



For Immediate Release

Contact: Theresa Renaldi
(312) 988-2138
trenaldi@webershandwick.com

ALDI Receives National Recognition for Customer Satisfaction, Products and Growth in 2015 *Supermarket News Editors and Market Force Information Survey Give ALDI Top Marks*

Batavia, Ill. – Sept. 22, 2015 – In the midst of a massive business expansion, ALDI was recently lauded in both a national consumer survey, conducted by Market Force Information, Inc., and leading industry news outlet Supermarket News.

Market Force Information, Inc., the world's leading customer intelligence solutions company, again recognized ALDI as one of America's top three favorite grocery stores, according to an independent survey of US consumers conducted in April 2015. ALDI was also named the Best Value among US grocery stores and ranked among the top five grocery stores in the categories of "Cashier Courtesy" and "Fast Checkouts."

"The goal at ALDI is to supply our customers with high-quality products and an efficient, seamless shopping experience," said Jason Hart, CEO, ALDI. "To be continually recognized by Market Force as one of the top three favorite grocery stores is exciting and a testament to our employees' continuous efforts to make this recognition a reality."

ALDI was also honored with the 2015 Supermarket News Retail Achievement Award, which recognized the company for its ongoing business expansion and evolution. ALDI was selected based on its success in expanding its range of on-trend products, based on its customers' preferences, such as gluten-free, clean ingredients and expanding fresh and organic produce at market-leading prices. ALDI was also recognized for its five-year accelerated growth plan with a goal to open 650 new stores across the country and operate nearly 2,000 stores coast-to-coast. ALDI has invested more than \$3 billion to pay for land, facilities and equipment. The expansion will also create more than 10,000 new jobs at ALDI stores, warehouses and division offices.

"We've been focused on evolving our business based on the needs of our customers and are thrilled they are seeing the positive changes in our stores," said Hart. "It is an honor to be recognized for the growth and expansion of ALDI, which has been the forefront of our plans with our customers' needs in mind."

ALDI has been serving customers for nearly 40 years, letting smart shoppers save up to 50 percent* on the most commonly purchased grocery items, including a wide variety of fresh fruits and vegetables, without the hassle of clipping coupons or buying in bulk. Smart shoppers know they can save time and money at ALDI without sacrificing quality. ALDI plans to serve more than 45 million customers per month by 2018.

About ALDI Inc.

A leader in the grocery retailing industry, ALDI operates more than 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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** Based upon a price comparison of comparable products sold at leading national retail grocery stores.*