



## For Immediate Release

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## Popular Television Host Ben Bailey Partners with ALDI to Test Consumers' Cart Smarts in New Online Video Series

**Batavia, Ill. – July 13, 2015** – ALDI, the nation's fast-growing low-price grocery leader<sup>1</sup>, launches an online video series today in collaboration with Ben Bailey, popular comedian and Emmy award-winning host of the hit series "Cash Cab," to put real shoppers on the spot and see how much they know about what makes ALDI, ALDI. The series is equal parts education and entertainment to help introduce ALDI to new customers across the US and in Southern California specifically, where ALDI is planning to open approximately 45 new stores in 2016.

Surrounded by hidden cameras, Bailey surprised hundreds of shoppers at a Chicagoland store in late April. Bailey posed as an ALDI employee throughout the day, handing out wine and cheese samples, replenishing the produce aisle and doing price checks, all while quizzing shoppers on their ALDI Cart Smarts. These entertaining and candid moments are captured in a new video series available at [lovealdi.com](http://lovealdi.com).

"I had a blast interacting with customers at ALDI and was amazed by how passionate they are about the savings, quality and selection of their groceries. People were quick to call out their favorite products and how much money they save each month," said Ben Bailey. "While ALDI does things a bit differently, you grow to appreciate the quirks as you get to know the ALDI way, especially when you realize how those quirks save you money. Once you're in, you're instantly hooked."

### Growth and Rising Demand for High Quality and Affordable Food

According to a new study commissioned by ALDI<sup>2</sup>, 61 percent of US adults said it was too difficult to eat healthy and organic on a budget, and nearly eight out of ten respondents said they would buy fresh, high quality and organic products if it wasn't so expensive. At ALDI, shoppers can find great prices on fresh, high quality products, including organic items, for up to 50 percent<sup>3</sup> less than traditional grocers. This includes more than 70 varieties of fresh fruits and vegetables, high quality USDA Choice cuts of meat, and ALDI exclusive brands such as *SimplyNature* and *liveGfree* that offer organic and gluten-free products, making healthy living simple and affordable.

Rising demand for lower prices and quality combined is fueling significant expansion for ALDI, as the growing numbers of smart shoppers are discovering they can save time and money at ALDI without sacrificing quality. To bring quality and affordability to the west coast, ALDI recently announced expansion plans to launch approximately 45 new stores in Southern California in 2016, with its first stores opening in March 2016. 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.

"With nearly 40 years in the US market, we are excited to celebrate the ALDI story and highlight our smarter shoppers by putting a fun, humorous spin on it," said ALDI Director of Public Relations Liz Ruggles.

“Our vision for these videos is to drive awareness and education among new customers in a memorable way. Ben Bailey was the perfect choice to help us share that story with the California market. We’re hoping these videos give people a laugh and inspire them to shop at ALDI.”

Check out the new video series featuring Ben Bailey and ALDI shoppers at [lovealdi.com](http://lovealdi.com) and follow ALDI on [Facebook](#), [YouTube](#), [Twitter](#), [Pinterest](#) and the [ALDI Simply Smarter Living Blog](#).

### ***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<sup>3</sup> 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](http://www.aldi.us).*

- 1. According to a survey of more than 6,000 consumers conducted in March 2014 by Market Force Information.*
- 2. KRC Research conducted this research via an online survey of 1,029 Americans ages 18 or older between May 21-24, 2015.*
- 3. Based upon a price comparison of comparable products sold at leading national retail grocery stores.*