



For Immediate Release

Contacts: Caitlyn Andre (312) 988-2324 CAndre@webershandwick.com
Erica Hoey (312) 988-2128 EHoey@webershandwick.com

ALDI Reveals 2015 Fan Favorites Winners

ALDI Shoppers Voted on Favorite Products in 2nd Annual Poll

Batavia, Ill. – March 18, 2015 – For the second year in a row, ALDI fans have selected their favorite ALDI-exclusive products in the online Fan Favorites poll. More than 5,500 fans cast their votes to crown winners in various categories including Dessert, Cheese, Beverage, Breakfast, Organic and Bakery.

“After an amazing response to last year’s Fan Favorites poll, we’re excited to announce this year’s winners and hear from our fans again,” said Joan Kavanaugh, vice president of ALDI Corporate Buying. “At ALDI, we’re constantly expanding our offerings to deliver great-tasting, high-quality foods at impossibly low prices including gluten-free foods, organic offerings and more.”

The full 2015 Fan Favorites product lineup includes:

- **Beverage**
 - **SimplyNature Organic 100% Apple Juice** (64 oz.) \$2.49: Made with no artificial colors, flavors or preservatives, this juice features naturally grown organic apples and also has 100 percent Daily Value of vitamin C per serving.
- **Cheese**
 - **Happy Farms String Cheese** (10 oz.) \$2.79: This low-moisture part-skim mozzarella string cheese is a great snack option for kids, especially during the back-to-school season.
- **Breakfast**
 - **Specially Selected Center Cut Bacon** (12 oz.) \$3.69: Our naturally hardwood-smoked premium center cut bacon is hand trimmed and carefully selected.
- **Dessert**
 - **liveGfree Gluten Free Brownie or Baking Mix** (16-17 oz.) \$2.99: Made with 100 percent real cocoa, this brownie mix is rich, delicious and moist. The baking mix makes excellent pancakes, waffles, biscuits, muffins and more.
- **Snack Foods**
 - **SimplyNature Exotic Vegetable Chips** (7.5 oz.) \$2.79: These chips are a perfect mix of sweet potato, taro, batata and parsnip, and contain a full serving of vegetables per ounce.
- **Meal Starters**
 - **SimplyNature Organic Grass Fed Ground Beef** (16 oz.) \$6.99: This 100% grass-fed ground beef is 85 percent lean with no added antibiotics or growth hormones.
- **Gluten-Free**
 - **liveGfree Gluten Free Multiseed Crackers** (4.25 oz.) \$1.49: Made with ancient grains, these crackers are perfect for a gluten-free snack option and are available in sea salt or rosemary & olive oil flavors.

- **Bakery**
 - **L'oven Fresh 100% Whole Wheat Bread** (20 oz.) \$1.39: As one of our top sellers, this bread provides nutritional value of whole wheat in a soft, delicious loaf.

The award-winning products can be found at everyday low prices in nearly 1,400 ALDI stores in 32 states, and will be marked as “Fan Favorites” on shelf tags for customers to easily identify. For more information, visit the Fan Favorites page on aldi.us or “Like” ALDI on Facebook at <http://www.facebook.com/ALDIUSA>.

High Quality for Less

Smart shoppers have found that switching from national brands to ALDI-exclusive brands can save them up to 50 percent* on more than 1,300 of the most commonly purchased, high-quality grocery items. To ensure its exclusive brands 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 any ALDI food product, ALDI will gladly replace the product and refund the customer’s money.

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. In addition, ALDI has been recognized as the nation’s low-price grocery leader for the fourth 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.

Over the next several years, ALDI plans to add an average of 130 new stores each year, expanding the ability to bring grocery savings to more people every day.

About ALDI Inc.

A leader in the grocery retailing industry, ALDI operates nearly 1,400 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.*

###

Prices as of 2/16/2015; prices and availability at individual stores may vary.

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

***According to a survey of more than 6,000 consumers conducted in March 2014 by Market Force Information.*