



For Immediate Release

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ALDI Honored with Product of the Year Win for liveGfree Gluten Free Pizza *Grocer Offers Award-Winning Options at Unbeatable Prices*

Batavia, Ill. – February 25, 2015 – ALDI, the nation's low price grocery leader*, has been awarded the 2015 Product of the Year award in the Convenience Meal Category for liveGfree Gluten Free Pizza. The win comes shortly after ALDI announced the addition of the gluten-free brand "liveGfree" to its store shelves.

liveGfree Gluten Free Pizzas cater to the special needs of today's families, as they are a quick and easy gluten-free option made from the most premium quality ingredients:

- Wheat-free, gluten-free and soy-free
- Rice crust
- Topped with vine-ripened tomato sauce, mozzarella and Romano cheese, uncured, nitrate-free pepperoni and spices
- Two varieties: cheese and pepperoni
- \$4.99 for a 10-ounce pizza; prices and availability at individual stores may vary

The ALDI-exclusive liveGfree product line allows customers with gluten-restricted diets to enjoy their favorite meals at an affordable price. The liveGfree brand is another demonstration of the ALDI commitment to provide high-quality products at the lowest possible prices. The liveGfree line features 17 items ranging from bread, pasta and pretzels to cookies, brownie mix and granola.

"I love the entire ALDI liveGfree line," said Jenny Rapson, ALDI Advocate and blogger at [Mommin' It Up](#). "It makes eating gluten-free so affordable. There are several items, like the soft, delicious whole grain bread, that are staples in our house. For those on-the-go nights, I always keep a liveGfree Gluten Free Pizza in the freezer. They are delicious and the crust is crisp and great tasting."

Product of the Year is the world's largest consumer-voted award for product innovation. In partnership with the leading global research company, TNS, more than 40,000 consumers were surveyed to assess consumer opinions on innovation, use, satisfaction and purchase intent of the competing products. ALDI previously won Product of the Year in 2014 in the Kid's Snack Category for their SimplyNature Squeezable Fruit Blends as well as in 2010 in the Value Products Category for their Moser Roth Chocolate collection.

ALDI Award-Winning Products

In addition to Product of the Year, ALDI has recently been honored with several award wins including:

- **2015 Better Homes and Gardens Best New Product:** Benton's Caramel Coconut Fudge Cookies voted Best New Baked Goods Product***
- **Progressive Grocer 2014 Editors' Pick:** Moisselle Moscato wines
- **2014 Parent Tested Parent Approved (PTPA) Winner's Seal of Approval:** Happy Farms String Cheese (Low-Moisture Part-Skim Mozzarella), Nature's Nectar 100% Juice Boxes, SimplyNature

Organic 100% Apple Juice, SimplyNature Twisted Fruit Ropes, SimplyNature Squeezable Fruit Blends and SimplyNature Creamy Almond Butter

- **2014 Private Label Manufacturers Association's Salute to Excellence Awards™:** Fit & Active Strawberry Protein Meal Bars (Breakfast Foods Category), SimplyNature Exotic Vegetable Chips (Snacks/Chips & Crisps Category) and Little Salad Bar Hummus Quartet (Spreads and Dips Category)

Quality is a hallmark of the ALDI-exclusive brands, and smart shoppers have found 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.

For more information and to see a complete list of ALDI awards, visit www.aldi.us.

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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**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 2014.*

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

****Based on the 2015 BrandSpark/Better Homes and Gardens American Shopper Study of 71,000 voters nationwide. For more information, visit www.BestNewProductAwards.com.*