



**Contacts:** Eniko Bolivar  
(310) 854-8292  
[ebolivar@webershandwick.com](mailto:ebolivar@webershandwick.com)

Allison Wilson  
(310) 854-8261  
[awilson@webershandwick.com](mailto:awilson@webershandwick.com)

**ALDI Quickly Grows California Footprint, Opening Stores in San Diego, Kern and Imperial Counties**  
*One of America's Favorite Grocers\* to Open Seven New Stores on Thursday, May 19*

**Batavia, Ill. – April 26, 2016** – ALDI will successfully take its California footprint from zero to 25 stores in less than three months with the grand opening of seven new locations on Thursday, May 19. ALDI will open its newest stores in San Diego, Kern and Imperial counties. The easy-to-shop grocery store takes a simple approach to shopping that translates into big savings for ALDI customers. In fact, shoppers have found that switching from national brands to ALDI exclusive brands can save them up to 50 percent\*\* on their grocery bill.

ALDI, one of the nation's fastest growing retailers, is in the midst of an aggressive coast-to-coast expansion plan. The company plans to operate approximately 45 California stores by the end of 2016, and more than 2,000 stores nationwide by the end of 2018. Currently, the grocer operates more than 1,500 stores in 33 states and serves 30 million customers each month.

"We are thrilled with the overwhelmingly positive welcome we've received from California shoppers who are experiencing our premium, high quality groceries at everyday low prices for the first time," said Gordon Nesbit, Moreno Valley division vice president. "With our May 19 grand openings, ALDI will be available in cities across Southern California - from Kern to San Diego counties - offering the best of customers' weekly must-haves like fresh produce and organics, dairy, gluten-free foods, USDA Choice beef and bakery items priced up to 50 percent less than other grocery stores."

**ALDI Grand Opening Celebrations**

Each ALDI store will host a four-day grand opening event that kicks off on May 19 at 8:45 a.m. with an official ribbon-cutting ceremony. The first 100 shoppers to arrive at each store will receive a golden ticket redeemable for an ALDI gift certificate of various amounts, and all shoppers will be invited to enter an on-site sweepstakes for a chance to win free Produce for a Year. Additionally, shoppers who visit the new stores on May 19, 20, 21 and 22 will receive a complimentary ALDI reusable eco-friendly bag.

**What to Know Before You Go**

One of the first things shoppers will notice when they step into an ALDI store is that it's smaller than a traditional supermarket – just a few aisles compared to 30 elsewhere. And more than 90 percent of the groceries ALDI sells are under its own premium exclusive brands, all of which are free of certified synthetic colors, partially hydrogenated oils (PHOs) and added MSG. ALDI regularly tests its exclusive products in the ALDI Test Kitchen to make sure the quality and taste is just as good, if not better, than the national brands. Shoppers will find fresh meat, bread, dairy, produce and household items priced up to 50 percent less than at other traditional grocery stores. Importantly, shoppers can feel good about buying groceries at ALDI as it's these little differences that add up to big savings for customers and one of the reasons ALDI is one of America's favorite grocery stores.

ALDI accepts cash, debit and credit cards – including Visa, MasterCard, Discover and American Express – at all of its stores, nationwide.

“We may be new to California, but we’ve been successful in the US for 40 years and we’re excited to continue to grow and bring our unmatched combination of quality and value to Southern California,” said Nesbit. “We can’t wait for more California customers to discover that shopping at ALDI can save time and money without sacrificing quality.”

***About ALDI Inc.***

*A leader in the grocery retailing industry, ALDI operates more than 1,500 US stores in 33 states. More than 32 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 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 honored with the 2015 Supermarket News Retail Achievement Award, recognizing the company for its ongoing business expansion and product evolution. For more information about ALDI, visit [aldi.us](http://aldi.us).*

###

*\*According to a survey of US consumers conducted in April 2015 by Market Force Information.*

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

ALDI store locations opening on Thursday, May 19, 2016

<b>CITY</b>	<b>STORE ADDRESS</b>
Bakersfield	2120 Panama Lane, Bakersfield, CA 93307
Calexico	2450 Rockwood Avenue, Calexico, CA 92231
El Centro	2260 N. Imperial Avenue, El Centro, CA 92243
La Puente	1545 N. Hacienda Boulevard, La Puente, CA 91744
Palm Desert	72543 Hwy 111, Palm Desert, CA 92260
South Gate	5830 Firestone Blvd., South Gate, CA 90280
Vista	1750 University Avenue, Vista, CA 92083

ALDI store locations currently open in California

<b>CITY</b>	<b>STORE ADDRESS</b>
Anaheim	275 S. Euclid Street, Anaheim, CA 92802
Arcadia	1403 S. Baldwin Avenue, Arcadia, CA 91007
Beaumont	1638 East 2nd Street, Beaumont, CA 92223
Buena Park	8351 La Palma Avenue, Buena Park, CA 90620
Cerritos	11530 South Street, Cerritos, CA 90703
Covina	1400 N. Azusa Avenue, Covina, CA 91722
Fontana	15080 Summit Avenue, Fontana, CA 92336
Fountain Valley	17070 Magnolia Street, Fountain Valley, CA 92708
Inglewood	3330 W. Century Blvd, Inglewood, CA 90303
La Verne	2268 Foothill Blvd, La Verne, CA 91750
La Quinta	78601 Highway 111, La Quinta, CA 92253
Lake Elsinore	18294 Collier Avenue, Lake Elsinore, CA 92530
Moreno Valley	12630 Day Street, Moreno Valley, CA 92555
Palm Springs	5200 E. Ramon Road Suite, Palm Springs, CA 92264
Palmdale	740 W. Rancho Vista Blvd, Palmdale, CA 93551
San Bernardino	4020 Highland Avenue, San Bernardino, CA 92346
San Bernardino	625 E. Hospitality Lane, San Bernardino, CA 92408
Yucaipa	34000 Yucaipa Blvd, Yucaipa, CA 92399