



For Immediate Release

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The Wait is Over: ALDI to Open First Southland Stores on Thursday, March 24

Highly Anticipated Grocer Brings 45 Stores, Smarter Shopping Alternative to Southern California in 2016

Batavia, Ill. – February 23, 2016 – Californians will see for themselves why ALDI was named one of America's favorite grocers* when ALDI opens its first eight Southland locations on Thursday, March 24. The ALDI grand openings will mark a significant milestone for the grocery retailer as it prepares to open approximately 45 stores and employ more than 1,100 people in Southern California by the end of 2016.

"Ever since we announced our plan to bring ALDI to Southern California, the positive response from people across the Southland has been overwhelming, and we're excited to start opening stores next month and throughout the year," said Gordon Nesbit, Moreno Valley division vice president for ALDI. "There is a strong appetite among Southern Californians for an alternative place to shop and we are eager to show them the significant benefits that can come from shopping at ALDI, both for their wallets and lifestyles."

ALDI Grand Opening Celebrations

Each ALDI store will host a three-day grand opening event that kicks off on March 24 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 Produce for a Year. Additionally, shoppers on March 24, 25 and 26 will receive a complimentary ALDI reusable eco-friendly bag.

What to Know Before You Go

When shopping at ALDI for the first time, customers will immediately see that ALDI is a little different from other grocery stores. Those little differences add up to big savings for customers and are the key reasons ALDI is one of America's favorite grocery stores:

- **Simply, Smarter, Shopping:** A simple approach to grocery shopping translates into big savings for ALDI shoppers. 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 Exclusive Brand Products:** More than 90 percent of the premium groceries available at ALDI are exclusive brand products rather than national brands. In its state-of-the-art Test Kitchen, ALDI ensures that its products meet or exceed the quality and taste of national name brands.
- **Organic and Gluten Free Options:** ALDI carries a variety of organic and gluten free items including organic fruit, vegetables, meat, dairy, and organic and gluten-free packaged food items. What's missing from these premium foods? Premium prices.
- **Feel Good Food:** Customers won't find certified synthetic colors, partially hydrogenated oils or added MSG in any ALDI exclusive brand foods. Since more than 90 percent of the products in ALDI stores are under ALDI exclusive brands, shoppers can feel good about the food they buy.

- **Double Guarantee:** Shopping at ALDI is risk free because of its Double Guarantee: If for any reason a customer is not 100% satisfied with any ALDI exclusive brand food, ALDI will gladly replace the product and refund the purchase price.
- **Regional Favorites:** ALDI stores in California will feature a large selection of local favorites including California sourced wine and produce.
- **USDA Choice Meat:** All beef available at ALDI is USDA Choice cut and sold in vacuum sealed, leak-proof packaging that ensures meat stays fresher, longer.
- **Healthier Checklanes:** ALDI offers shoppers guilt-free checklanes where only better-for-you items are available, such as single serve nuts and trail mixes, dried fruits, and an assortment of granola bars.
- **ALDI Finds:** Each week, ALDI offers a special selection of premium food and non-food products, ranging from small kitchen appliances and toys to gardening items and outdoor furniture. These items are only in stores for a limited time so customers must hurry, because here today could mean gone tomorrow.
- **Easy-to-Shop, Consistent Layout:** ALDI has an easy-to-shop, manageable layout of 10,000 to 11,000 square feet and four to five aisles.
- **Quarter Cart System:** With parking at a premium in the Southland, shoppers don't have to worry about shopping carts taking the best parking spots. Lend ALDI a quarter, and ALDI will lend you a cart. When you bring back the cart, you'll get back your quarter.
- **Bring Your Bag, Bag Your Groceries:** ALDI encourages customers to bring their own reusable grocery bags, however paper and plastic bags are available for purchase. After check out, customers pack their own groceries. That keeps the lines moving, so shoppers can get in, get what they need and get on with their day.
- **Store Hours:** ALDI is open during prime shopping times. California stores will be open from 9 a.m. to 9 p.m. Monday-Sunday.

ALDI Cares

ALDI is committed to being a responsible corporate citizen and making a positive impact in the communities in which it does business. That's why the grocer works to identify and support the unique needs of each community, which can include donations to and collaborations with nonprofit organizations. ALDI has a history of funding and sponsoring local and regional initiatives that support health and combat hunger. In Southern California alone, ALDI will donate more than \$280,000 to local nonprofit organizations and schools to encourage healthy, active lifestyles.

To help reduce its impact on the environment, ALDI stores in California will incorporate a variety of sustainable initiatives, including energy efficient and green building design. Stores will feature natural lighting and environmentally-friendly building materials, such as energy-saving refrigeration, LED lighting and solar panels on all viable roofs. These measures work to reduce the company's impact on the environment and ensure that customers can feel good about shopping at ALDI.

Expanding Coast-to-Coast

The opening of ALDI in California marks a significant achievement in the company's 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.

“We’ve been selling groceries in the US for 40 years, growing deliberately and steadily throughout the country,” said Nesbit. “Shoppers who appreciate high-quality groceries at an exceptional value are everywhere, and California is no exception. We are confident once Southern California shoppers get to know us, they’ll come to love us.”

About ALDI Inc.

*A leader in the grocery retailing industry, ALDI operates nearly 1,500 US stores in 32 states. 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 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.*

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**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, March 24, 2016

Beaumont	1638 East 2nd Street, Beaumont, CA 92223
Fontana	15080 Summit Avenue, Fontana, CA 92336
La Quinta	78-601 Highway 111, La Quinta, CA 92253
Lake Elsinore	18289 Collier Avenue, Lake Elsinore, CA 92530
Moreno Valley	12630 Day Street, Moreno Valley, CA 92555
Palm Springs	5200 Ramon Road Suite, Palm Springs, CA 92264
San Bernardino	625 E. Hospitality Lane, San Bernardino, CA 92408
Yucaipa	34000 Yucaipa Boulevard, Yucaipa, CA 92399

ALDI stores locations opening between April-July, 2016

CITY	STORE ADDRESS
Anaheim	275 S. Euclid Street, Anaheim, CA 92802
Arcadia	1403 S. Baldwin Avenue, Arcadia, CA 91007
Bakersfield	2120 Panama Lane, Bakersfield, CA 93307
Buena Park	8351 La Palma Avenue, Buena Park, CA 90620
Calexico	2450 Rockwood Avenue, Calexico, CA 92231
Cerritos	11530 South Street, Cerritos, CA 90703
Covina	1400 N. Azusa Avenue, Covina, CA 91722
El Centro	2260 N. Imperial Avenue, El Centro, CA 92243
Fountain Valley	17070 Magnolia Street, Fountain Valley, CA 92708
Inglewood	3330 W. Century Blvd, Inglewood, CA 90303
La Puente	1559 N. Hacienda Boulevard, La Puente, CA 91744
La Verne	2268 Foothill Blvd, La Verne, CA 91750
Menifee	30163 Haun Road, Menifee, CA 92586
Palm Desert	72543 Hwy 111 Suites, Palm Desert, CA 92260
Palmdale	740 W. Rancho Vista Blvd, Palmdale, CA 93551
San Bernardino	4020 Highland Avenue, San Bernardino, CA 92346
Simi Valley	425 Cochran Street, Simi Valley, CA 93062
South Gate	5820 Firestone Blvd, South Gate, CA 90280
Vista	1750 University Avenue, Vista, CA 92083