



For Immediate Release

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HOOTIE HOO! ALDI PARTNERS WITH CELEBRITY CHEF AND POPULAR TELEVISION HOST CARLA HALL

Batavia, Ill. – November 14, 2016 – ALDI, one of America’s favorite grocery stores*, today announced a partnership with chef, restaurateur and co-host of ABC’s *The Chew*, Carla Hall. Bringing her signature flair and innovative twists on comfort food favorites, Hall is joining forces with ALDI to serve up recipes, cooking tips and videos that’ll inspire at-home master chefs and kitchen newbies alike.

The partnership kicked off with a taste test: could Hall taste the difference between ALDI products in comparison to the national brands? Spoiler alert: she discovered what millions of ALDI customers already know – ALDI products taste the same, if not better, than the big brands, but cost up to 50 percent less**. Check out Hall’s taste test video at aldi.us/holidays.

“ALDI is the best because they take the guess work out of grocery shopping. You know you’re going to get quality, delicious products at amazing prices every time you shop there,” said Carla Hall. “I love the holidays, but I know how crazy expensive they can be. With ALDI, you can host a feast on a budget that will impress your family and friends.”

Known for making shopping easy and affordable, ALDI wants to take the stress out of the holiday season. That’s why ALDI built a go-to source for its customers to find entertaining ideas, holiday must-haves and simple, delicious recipes. Like an advent calendar, the [ALDI holiday website](http://aldi.us/holidays) will count down to New Year’s, revealing new tips, tricks, and recipes, including many from Hall, to help make the holidays happen without a hitch. ALDI is encouraging fans to share their holiday moments by posting their favorite recipes, tips and photos using #MakeHolidaysHappen.

“Carla’s fun, infectious personality is a perfect fit for ALDI this holiday season,” said ALDI spokeswoman Liz Ruggles. “Her crowd-pleasing recipes and genius kitchen hacks, combined with our premium products that won’t break the bank, will help make your holiday celebrations a bit more magical and a lot less stressful.”

For more on ALDI and Carla Hall this season, follow ALDI on [Facebook](https://www.facebook.com/ALDIUSA), [YouTube](https://www.youtube.com/ALDIUSA), [Twitter](https://twitter.com/ALDIUSA), [Instagram](https://www.instagram.com/ALDIUSA), [Pinterest](https://www.pinterest.com/ALDIUSA) and the [ALDI Simply Smarter Living Blog](http://aldi.us).

About ALDI Inc.

A leader in the grocery retailing industry, ALDI operates nearly 1,600 US stores in 34 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.*

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*According to a survey of US consumers conducted in 2016 by Market Force Information.

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