



For Immediate Release

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WE'RE EXPECTING! ALDI INTRODUCING LITTLE JOURNEY, FIRST FULL LINE OF BABY PRODUCTS, THIS SUMMER

Grocer Announces Baby Photo Contest and \$30,000 Cash Prize to Find the "Face" of New Product Line

Batavia, Ill. – June 1, 2016 – ALDI understands the joy, love and excitement parenthood brings - and how action-packed life becomes when caring for little ones. To help today's busy moms and dads along their parenting journey, ALDI announced today its first full line of baby products, Little Journey, is set to hit all stores in August. From newborn diapers to training pants, cleansing wipes to gentle baby wash, formula to organic pouches, Little Journey will feature nearly 50 high-quality, affordably priced everyday essentials parents and little ones need.

"Our ALDI customers spoke, and we listened. The Little Journey product line is another way we're using our shoppers' feedback to make grocery shopping as simple and convenient as possible," explained Liz Ruggles, director of marketing, ALDI, and a mom. "With Little Journey we're able to better support and grow with our shoppers and their families – from those first smiles to the first day of preschool and beyond."

Say "Cheese," Babies!

ALDI helps shoppers embrace life's honest moments – the good, the bad and the messy. So, to commemorate the Little Journey launch, ALDI is hosting a baby photo contest on Facebook* in search of its first, real-life Little Journey star. ALDI aims to celebrate those real baby moments with photos of babies showcasing the personality, expressiveness and enthusiasm behind life's littlest adventures.

Starting today, June 1, and continuing through June 22, 2016, parents and legal guardians of children up to 24 months or younger can visit ALDI USA on Facebook (<https://www.facebook.com/ALDI.USA>) to upload sweet snaps of their adorable little ones for the chance to see their child become the first "face" of Little Journey and star in online and in-store marketing materials. On June 22, 2016 at 12:00 p.m. CST, photo submissions will close and public voting will begin.

From June 22 - 29, 2016, fans of ALDI USA on Facebook will be invited to help choose 10 finalists by voting for their favorite baby photo submissions online*. From the 10 frontrunners, a panel of ALDI judges will choose the baby whose photo best meets the brand criteria to become the first Little Journey star and participate in a fun-filled photoshoot in the winner's hometown. In addition to the photoshoot, the lucky contest winner will receive \$500 in baby products from the Little Journey line and a \$30,000 cash prize to help support the winner's journey towards higher education. The nine finalists will also each be awarded a prize of \$100 in baby products from the Little Journey line.

Big Expansions for Small Bundles

As one of America's favorite grocers**, ALDI is known for providing the highest quality products at the lowest possible prices and the Little Journey line is no exception. Every Little Journey product is tested to meet or beat the national brands on quality, durability and taste. And, with affordably priced diapers, snacks, wipes and more, the Little Journey line will help ALDI parents save money today so there's more to invest in their children's futures.

The Little Journey product line was developed to grow with and meet the varying needs of the littlest ALDI fans – from infants to toddlers. And, recognizing every child's journey is unique, the Little Journey line includes products for every giggle, gurgle, grin (and epic meltdown) along the way:

- **Changing time:** It may not be glamorous, but diaper changing and parenting go hand in hand. ALDI has parents and little ones covered with the Little Journey full line of changing essentials, including gentle cleansing wipes, diapers and training pants.
- **First feedings:** ALDI knows every feeding journey is different and a baby's nutritional needs evolve over time. That's why Little Journey includes four infant powder formulas and one toddler formula to provide expert-recommended nutrition for little tummies.
- **Toddler tastings:** The Little Journey infant-to-toddler snacks make healthy eating easy with yummy foods– including infant cereals, organic puree pouches, Little Munchers® baked whole grain corn snacks, Yogurt Bites and whole grain Puffs– little ones will love, made from ingredients parents will feel good about.

About ALDI Inc.

*A leader in the grocery retailing industry, ALDI operates more than 1,500 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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**For official contest rules and conditions please visit <https://blog.aldi.us/aldi-little-journey-baby-photo-contest/>.*

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

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