



For Immediate Release

Contacts: Kim Morrison (312) 988-2244 kmorrison@webershandwick.com
Jodie Kehoe (312) 988-2230 jkehoe@webershandwick.com

SPECIAL DELIVERY FROM ALDI! NEW LINE OF BABY PRODUCTS HITS SHELVES TO SAVE PARENTS MONEY *Grocer Supports Nonprofits March of Dimes and Feeding America to Help Today's Little Ones*

Batavia, Ill. – August 10, 2016 – ALDI knows parenting can be hectic, but grocery shopping shouldn't be. As one of America's favorite grocery stores*, ALDI is helping busy moms and dads with Little Journey, the first full line of baby products hitting ALDI store shelves nationwide next week. The new line features award-winning** baby changing and feeding essentials, including organic puree pouches in a dozen varieties, at prices that will save parents up to 50 percent*** on their grocery bills. In honor of Little Journey supporting parents and little ones alike, ALDI also pledged more than \$350,000 in the form of funds and baby changing essentials to the March of Dimes' *Give them tomorrow Campaign***** and Feeding America®.

"With the introduction of Little Journey, we're thrilled to now provide parents with an easier, more affordable way to shop for quality baby essentials," said Liz Ruggles, director of marketing, ALDI, and a mom. "Additionally, through our work with March of Dimes and Feeding America, we're excited to be able to give back to our communities and further support parents and babies around the country."

Passionate about saving shoppers time and money on weekly must-have items, Little Journey is another way ALDI is evolving to meet the varying needs of ALDI shoppers – *and* their growing families. ALDI is known for its simple, efficient approach to grocery shopping, and now that experience includes shopping for baby products. Little Journey helps parents save time and money in the grocery store, so they can spend more of both with the ones they love.

Even More to Love!

Starting this month, ALDI will be stocking its shelves with affordably priced, high-quality Little Journey diapers, snacks and wipes to help keep babies (and their parents' wallets) happy. With many products in the line awarded the prestigious Parent Tested Parent Approved Seal of Approval™, parents can trust their children are getting the best.

- **Cozy Changes:** Little Journey's award-winning changing essentials have children *and* parents covered with gentle cleansing wipes, diapers in six sizes for growing little ones and training pants for on-the-go toddlers. For more information about Little Journey changing essentials, please visit: <http://bit.ly/2bf7pHG>
- **Friendly Feedings:** ALDI understands every child's feeding journey is unique. To help, the Little Journey range of powder formulas features four infant formulas, including sensitive and soy-based, as well as one toddler formula to give tiny tummies the expert-recommended nutrition they need. For more information about Little Journey formulas, please visit: <http://bit.ly/2b8fElk>
- **Sensible Snacking:** As your child grows, so does Little Journey. The line's award-winning infant-to-toddler snacks are easy for little ones to chew and just the right size for little fingers to manage. Clearly labeled for every stage of a child's development and with products including organic puree pouches, baked whole grain corn snacks, Yogurt Bites and more, Little Journey

snacks are tasty treats little ones will love, made from ingredients parents will feel good about. For more information about Little Journey pouches and snacks, please visit: <http://bit.ly/2aLzk2v>

The Special Delivery Celebration

ALDI values every customer – especially the little ones. The grocer pledged a \$100,000 donation to the March of Dimes in support of the nonprofit's *Give them tomorrow Campaign*. Through the donation, ALDI will help the March of Dimes with its mission to improve the health and wellness of moms and babies across the US through healthy pregnancy and prenatal care programs.

Dedicated to giving back to its communities, ALDI also partnered with Feeding America to distribute more than \$200,000 worth of changing essentials to Feeding America member food banks around the country. Each ALDI store will work with its local Feeding America chapter to help bring these high-quality products to babies and parents in ALDI markets. In addition, ALDI made a \$50,000 gift to Feeding America to support hunger-relief efforts.

And the celebration doesn't end there. This month, ALDI kicks off a multifaceted marketing campaign featuring TV spots, radio commercials, online banner ads and a mobile marketing tour. From August through November, Little Journey will hit the road with the Little Journey Little Ones Rest Stop, a mobile 'pop-up' changing and feeding station. The roaming rest stop will visit festivals, celebrations and events across the country to hand out product samples and provide a safe, clean place for event-going parents to change and feed little ones.

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.*

About March of Dimes

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. For more than 75 years, moms and babies have benefited from March of Dimes research, education, vaccines, and breakthroughs. For the latest resources and health information, visit our websites marchofdimes.org and nacersano.org. You can also find us on [Facebook](#) or follow us on [Twitter](#).

About Feeding America

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).

###

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

***To see a complete list of Little Journey products that have been awarded the 2016 Parent Tested Parent Approved Seal of Approval visit <http://ptpa.com/winners/>.*

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

*****The March of Dimes does not endorse specific products or brands.*