



For Immediate Release

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ALDI REVEALS PARENTS COULD SAVE \$1,200 PER YEAR BY SWITCHING TO LITTLE JOURNEY BRAND

Batavia, Ill. – October 4, 2016 – Dedicated to understanding the needs of its customers, ALDI released new survey results today revealing just how much parents spend each month to provide the very best for their little ones. The responses were telling, with almost half of parents indicating that they spend more than \$200 a month on diapers and formula alone. The results come on the heels of the recent Little Journey™ launch, the grocer's first exclusive line of baby products which hit ALDI shelves nationwide last month. With award-winningⁱ baby changing and feeding essentials, including organic puree pouches in a dozen varieties, parents who choose ALDI for their baby essentials can save up to 50 percentⁱⁱ on their grocery bills.

"Since the launch of Little Journey, the response from parents and caregivers alike has been overwhelmingly positive," said Liz Ruggles, director of marketing, ALDI and a mom. "They are thrilled they can now find quality baby changing and feeding essentials in one easy location, all at a fraction of the cost."

Oh Baby! Big Savings on Little Bundles

As one of America's favorite grocery storesⁱⁱⁱ, ALDI is proud to offer shoppers high quality products at surprisingly affordable prices, and Little Journey is no exception. With Little Journey poised to help parents save big on their monthly changing and feeding needs, ALDI wanted to better understand the spending habits of today's busy parents. The grocer conducted a survey of 1,000 moms and dads in the US with kids under the age of three^{iv} to find out what everyday baby items parents spend the most on:

- Nearly three quarters (72 percent) of parents said they spend more on diapers than on date nights every month.
- 40 percent of parents report spending more than \$80 on diapers every month.
- 60 percent of parents report spending at least \$120 on formula every month.
- More than half of parents (59 percent) are open to trying new products that claim to work as well as national brands and cost 50 percent less.

Overall, the survey findings showed that by switching to Little Journey-brand products, parents could save more than \$1,200 per year:

- Nearly a quarter of parents could expect to save upwards of \$400 annually on diapers.^v
- 33 percent of parents who purchase formula, one of the biggest baby costs, could save as much as \$720 a year.^{vi}
- To make snack time even tastier, parents who purchase Little Journey infant-to-toddler snacks, like Yogurt Bites, Puffs and Little Munchers® baked corn snacks, can expect to save \$110 a year.^{vii}

Adult Answers for Baby Business

Passionate about providing real-life solutions to help tackle whatever life brings – or spits up – ALDI also introduced its first Little Journey Parenting Panel. Teaming up with a group of parenting pros, together ALDI and the Little Journey Parent Panel will provide useful first-hand tips, tricks and truths to help today's busy parents. The new panel includes four (4) online parenting and lifestyle experts:

- Blogger Audrey McClelland, founder of MomGenerations.com
- Vloggers Austin and Brittany Null of The Nive Nulls
- Blogger Joni Lay, author of Lay Baby Lay blog

"With Little Journey, ALDI is making it really easy for parents to give their little ones the best products and the best care, all at a great price," said Audrey McClelland, founder of MomGenerations.com and a mother of five. "With five kids, we're constantly on the go, so I'm obsessed with the organic pouches! They're made with the best ingredients, and I can easily pop them in my diaper bag for a quick, healthy snack."

With 10 kids ranging in age from six months to 11 years old between them, the Little Journey Parent Panel members have seen it all, lived to tell the tale, and are here to help other ALDI parents do the same. Visit aldi.us/littlejourney to learn more about the Little Journey Parent Panel and check out their parenting advice.

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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ⁱ 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/>.

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

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

^{iv} Based on a survey of 1,000 parents with children under the age of three based in the continental United States conducted by ALDI in association with Google Consumer Survey.

^v Based on survey data of parents purchasing up to 3,600 diapers a year and spending more than \$15 per week on diapers.

^{vi} Based on survey data of parents purchasing up to 240 canisters of formula per year.

^{vii} Based on price comparison of comparable products sold at leading national retail grocery stores. Assumes the purchase of three snack items per week.