



## For Immediate Release

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**ALDI CHARGES FORWARD: NOW ACCEPTING CREDIT CARDS AT STORES NATIONWIDE**  
*Grocer offers convenience and added choice at checkout with Visa, MasterCard, Discover and American Express*

**Batavia, Ill. – March 1, 2016** – ALDI, one of America’s top three favorite grocers\*, will now accept credit cards – including Visa, MasterCard, Discover and American Express – at all of its stores across the country. This move is yet another way ALDI is making grocery shopping as simple and enjoyable as possible for its more than 30 million customers each month.

“As ALDI continues to evolve by expanding its product lines and moving into new markets, the way we do business will continue to evolve as well,” said Jason Hart, CEO, ALDI. “We care about being able to make our customers’ shopping experiences simpler and better every time they come to see us; and offering them the convenience of using their credit cards will help us do just that.”

ALDI offers the best weekly must-haves like fresh produce, including organics, dairy, gluten-free foods, USDA Choice beef and fresh bakery items, all while helping customers save up to 50 percent\*\* on their grocery bills. ALDI is dedicated to keeping customers’ grocery carts full and their wallets even fuller. That’s why the acceptance of credit cards will have no impact on the price customers pay for the ALDI products they love.

“One thing that will never change at ALDI is our unmatched shopping experience. Our customers will continue to save money on the high-quality groceries they buy the most,” said Hart.

Beyond the convenience of accepting credit cards, the exclusive products that line the ALDI aisles are changing to meet shoppers’ lifestyles. Recently, thanks to customer feedback, ALDI made a big move to get rid of added MSG, certified synthetic colors and partially hydrogenated oils from ALDI exclusive food brands, which make up 90 percent of the foods ALDI offers.

Later this month, ALDI will launch its first stores in Southern California. By the end of 2018, there will be nearly 2,000 ALDI stores from coast-to-coast and 45 million customers each month to share the ALDI love for premium quality groceries at the lowest possible prices.

### ***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](http://aldi.us).*

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*\*According to a survey of more than 6,000 consumers conducted in March 2014 by Market Force Information.*

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