



For Immediate Release

Contact: Adrienne Caruso
(312) 988-2284
acaruso@webershandwick.com

ALDI HITS 'REFRESH' SO YOU CAN, TOO

Grocer vows to remove tempting treats from checklanes, increase organic offerings and partner with registered dietitians in 2016.

Batavia, Ill. – January 12, 2016 – Grocery shopping can be a source of frustration, temptation, even unnecessary snacking – and one national retailer is making big changes for the better. To kick off the New Year, ALDI, one of America's top three favorite grocery stores¹, is giving customers more selections they can feel good about – all while saving up to 50 percent² on grocery bills. From increased organics and healthier options at checkout, to exclusive brand food products free from ingredients customers worry about, ALDI has made the shopping experience easier to navigate with an eye toward better eating.

"This time of year, I'm especially focused on looking for healthy options at the grocery store that my whole family can feel good about," said Elizabeth Ward, registered dietitian, author and ALDI Advisory Council member. "As a busy mother of three, ALDI is my go-to destination to get high-quality ingredients for well-balanced meals, all while saving time and money."

Checklanes are a notorious source of unhealthy impulse buys. To cut out that temptation and allow shoppers to end their grocery trips on a healthy note, ALDI is introducing Healthier Checklanes in select stores this year. Rather than chocolates and candies, these checklanes will be stocked with healthier items like single serve nuts and trail mixes, dried fruits and an assortment of granola bars. ALDI plans to roll out the program to its nearly 1,500 locations by the end of 2016.

"By introducing Healthier Checklanes and through a number of other initiatives, we are doing our part to remove temptation at checkout and stocking stores with even more nutritious options," said Jason Hart, CEO, ALDI. "At ALDI, we truly care about our customers, and we're responding with guilt-free checkout zones and increased food options they can feel good about."

These changes aren't just taking place at checkout. ALDI will make the overall shopping experience simpler throughout the store, especially when it comes to filling the cart with better-for-you options. ALDI exclusive food brands, which comprise more than 90 percent of products sold in stores, are now free of certified synthetic colors, partially hydrogenated oils (PHOs) and added MSG. ALDI recently found that more than half of Americans believe items without artificial ingredients are more expensive and harder to find³, and this is just another way the company continues to respond to customers' priorities, all at the lowest prices possible.

The company has also taken the ingredient removal commitment a step further. While ALDI milk has been free of artificial growth hormones⁴ for years, ALDI is committed to ensuring that the milk used to make all ALDI cultured products, such as yogurts, sour cream, and cottage cheese, has no artificial growth hormones. This industry-leading effort ensures that customers have an even wider selection of dairy products that meet their needs.

With these updates, it's clear that the shopping experience is no longer about "shopping the perimeter," where fresh and healthier items historically appeared in stores. ALDI is broadening its product offerings within every aisle, including:

- Expanding its selection of fresh and organic meat and produce, including the *Never Any!* brand of meat products that contain no added antibiotics, hormones, animal by-products or other additives.
- Expanding the SimplyNature line of products, free of more than 125 artificial ingredients, as well as a gluten-free line of products under the ALDI exclusive brand, liveGfree.
- Highlighting nutritional facts on the front of its exclusive brand food packages for shoppers to easily find key nutritional information.
- Partnering with registered dietitians through its Advisory Council to provide tips, recipes and meal-planning ideas that make healthy eating easy and affordable for families.

It's time to kick off the New Year with a fresh start. At ALDI, the entire grocery list can include items that the whole family can feel good about – even that final checkout snack. For more information on these initiatives, and for feel-good recipes, visit www.aldi.us and pick up the latest catalog, free in stores through February 1. For additional information, or for an inside look at ALDI, its stores and products, please visit <https://corporate.aldi.us/en/newsroom/>.

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 percent² 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 www.aldi.us.

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¹ According to a survey of US consumers conducted in April 2015 by Market Force Information.

² Based upon a price comparison of comparable products sold at leading national retail grocery stores.

³ Based on a survey of 2,000 adults based in the continental United States conducted by ALDI in association with 72 Point.

⁴ The FDA has determined that no significant difference has been shown between milk from rBST treated and non-treated cows.