



## For Immediate Release

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### **ALDI Continues on Better-for-You Course with Launch of “Free-From” Meat Line** *New Never Any! Line Offers Meat without Antibiotics, Hormones, Steroids or Animal By-Products*

**Batavia, Ill. – June 21, 2016** – ALDI is stepping up to the nutritional plate once again – this time, with the promise of simpler meats at the affordable prices they’re known for. This product launch comes on the heels of the ALDI [Healthier Checklanes](#) rollout and the [decision to remove](#) added MSG, partially hydrogenated oils and certified synthetic coloring from all ALDI-exclusive food products.

“We believe every shopper should have access to food they feel good about serving their family,” said ALDI Chief Executive Officer Jason Hart. “That’s why we’re dedicated to providing high quality groceries at affordable prices – making healthy living simple for more than 32 million customers who shop our stores each month.”

The new Never Any! line of meats is available exclusively at ALDI, and each product is approved by the USDA’s Food Safety Inspection Service’s meat inspection labeling department for compliance with three criteria:

1. No antibiotics
2. No added hormones or steroids
3. No animal by-products (vegetarian fed)

ALDI believes shoppers shouldn’t have to sacrifice quality for lower prices, and the Never Any! line is just one more way ALDI is bringing its shoppers simple, real-world solutions for healthier living that won’t break the bank.

#### **Core products in the Never Any! line include:**

- Kirkwood Never Any! Chicken Breasts (\$3.99 per lb.; random weight)
- Lunch Mate Never Any! Ham or Turkey (\$3.29; 7 oz.)
- Appleton Farms Never Any! Hickory Bacon (\$4.49; 12 oz.)
- Kirkwood Never Any! Whole Chicken (\$1.49 per lb.; random weight)
- Kirkwood Never Any! Chicken Breast Tenderloins (\$4.49 per lb.; random weight)
- Kirkwood Never Any! Italian or Spinach Feta Chicken Sausage (\$2.99; 12 oz.)

#### **ALDI is also testing out a few special products in select areas:**

- Kirkwood Never Any! Breakfast Chicken Sausage (\$2.99; 8 oz.)
- Kirkwood Never Any! Chipotle or Tomato Basil Chicken Sausage (\$2.99; 12 oz.)

ALDI enjoys being an ally for its customers in feel-good shopping and living. That's why its Healthier Checklanes are stocked with better-for-you choices, its products are free of ingredients shoppers worry about, and it partners with registered dietitians to stock [Dietitian's Picks](#) that help shoppers make smart choices.

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

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*Prices are as of 5/11/2016 and are subject to change. Prices and availability at individual stores may vary.  
\*Based upon a price comparison of comparable products sold at leading national retailers.*