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ALDI Arrives in Los Angeles and Orange Counties, Brings Quality and Freshness for Less
One of America's Favorite Grocers to Open 10 New Stores on Thursday, April 21*

Batavia, Ill. – April 7, 2016 – Residents in Los Angeles and Orange Counties will soon be able to experience a whole new way to grocery shop at ALDI, one of America's favorite grocers. On Thursday, April 21, ALDI will open 10 new Southern California locations, six of which are in Los Angeles County, three in Orange County and one new store in San Bernardino County. The easy-to-shop food market takes a simple approach to grocery shopping that translates into big savings for ALDI shoppers. In fact, shoppers have found that switching from national brands to ALDI exclusive brands can save them up to 50 percent** on their grocery bill.

“California customers who are new to ALDI might not recognize our brands, but they definitely will recognize the great taste and quality, and will love our everyday low prices,” said Gordon Nesbit, Moreno Valley division vice president for ALDI. “It’s clear shoppers throughout the country, including those in the Southland, appreciate saving money on the groceries they buy the most, including everything from fresh meat, fruits, vegetables, dairy and bakery items to organic and gluten-free foods. And it’s our approach to making great quality groceries affordable that has helped ALDI become one of the fastest growing retailers in the US. We look forward to our continued expansion across Southern California.”

The April grand openings are the next step in the grocery retailer’s plan to open approximately 45 stores in Southern California by the end of 2016, eight of which opened last month. The Southern California store openings play a significant role in the company’s strategic plan to expand to nearly 2,000 ALDI stores from coast-to-coast by the end of 2018.

Now Accepting Credit Cards at Stores Nationwide

ALDI recently announced plans to accept credit cards – including Visa, MasterCard, Discover and American Express – at all of its stores nationwide. The move to accept credit cards is yet another way ALDI is making grocery shopping as simple and enjoyable as possible for its more than 30 million customers each month.

ALDI Grand Opening Celebrations

Stores celebrating their grand opening on April 21 will host an official ribbon-cutting ceremony at 8:45 a.m. The first 100 shoppers to arrive at each store will receive a golden ticket redeemable for an ALDI gift certificate of various amounts, and all shoppers will be invited to enter an on-site sweepstakes for a chance to win Produce for a Year. Additionally, shoppers on April 21, 22, 23 and 24 will receive a complimentary ALDI reusable eco-friendly bag, while supplies last.

“Great-quality groceries and everyday low prices make for an unmatched combination that shoppers love, and that couldn’t be more true than it is right here in California,” said Gordon Nesbit, Moreno Valley division vice president for ALDI. “We are thrilled to be part of the SoCal community and are humbled by the very warm welcome that we’ve received so far. We encourage everyone to stop by and check us out... and start getting fresh groceries for less.”

About ALDI Inc.

*A leader in the grocery retailing industry, ALDI operates nearly 1,500 US stores in 33 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.*

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

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

ALDI store locations opening on Thursday, April 21, 2016

CITY	STORE ADDRESS
Anaheim	275 S. Euclid Street, Anaheim, CA 92802
Arcadia	1403 S. Baldwin Avenue, Arcadia, CA 91007
Buena Park	8351 La Palma Avenue, Buena Park, CA 90620
Cerritos	11530 South Street, Cerritos, CA 90703
Covina	1400 N. Azusa Avenue, Covina, CA 91722
Fountain Valley	17070 Magnolia Street, Fountain Valley, CA 92708
Inglewood	3330 W. Century Blvd, Inglewood, CA 90303
La Verne	2268 Foothill Blvd, La Verne, CA 91750
Palmdale	740 W. Rancho Vista Blvd, Palmdale, CA 93551
San Bernardino	4020 Highland Avenue, San Bernardino, CA 92346

ALDI store locations opening between May-July, 2016

CITY	STORE ADDRESS
Bakersfield	2120 Panama Lane, Bakersfield, CA 93307
Calexico	2450 Rockwood Avenue, Calexico, CA 92231
El Centro	2260 N. Imperial Avenue, El Centro, CA 92243
La Puente	1545 N. Hacienda Boulevard, La Puente CA 91744
Menifee	30163 Haun Road, Menifee, CA 92586
Palm Desert	72543 Hwy 111 Suites, Palm Desert, CA 92260
Simi Valley	425-A E. Cochran Street, Simi Valley, CA 93062
South Gate	5830 Firestone Blvd, South Gate, CA 90280
Vista	1750 University Avenue, Vista, CA 92083

ALDI store locations that opened March 24, 2016

Beaumont	1638 East 2nd Street, Beaumont, CA 92223
Fontana	15080 Summit Avenue, Fontana, CA 92336
La Quinta	78601 Highway 111, La Quinta, CA 92253
Lake Elsinore	18294 Collier Avenue, Lake Elsinore, CA 92530
Moreno Valley	12630 Day Street, Moreno Valley, CA 92555
Palm Springs	5200 E. Ramon Road Suite, Palm Springs, CA 92264
San Bernardino	625 E. Hospitality Lane, San Bernardino, CA 92408
Yucaipa	34000 Yucaipa Blvd, Yucaipa, CA 92399