



## For Immediate Release

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### **ALDI TAPS ARTIST TIMOTHY GOODMAN TO CREATE CUSTOM LABELS FOR LIMITED EDITION RESERVE WINE COLLECTION**

**Batavia, Ill. – November 1, 2017** – ALDI has partnered with acclaimed artist, designer and illustrator Timothy Goodman for the upcoming release of a limited edition reserve wine collection. Known for his bold, text-based murals, Goodman traded walls for wine labels to bring his signature hand-illustrated style to a selection of award-winning ALDI wines. The reserve collection, which includes three varietals under the William Wright label, will be sold exclusively at ALDI stores and hit shelves just in time for the holidays.

Goodman's label art lifts inspiration from the origin stories and flavor notes of each wine to bring striking color and playful iconography to the bottles. "As a visual person, shopping for wine begins with the label," he says. "I gravitate toward bottles with interesting designs, so I was excited to create a series of labels that would really pop on shelf. Each bottle has a unique design, so you can collect all three to display on your bar or give as gifts over the holidays."

Its impressive portfolio of award-winning wines makes ALDI a destination for wine enthusiasts looking for diversity of region and varietal at a great value. This limited edition reserve collection consists of a Chardonnay, a Cabernet Sauvignon and a Red Wine Blend and comes highly recommended by experts at the Beverage Testing Institute. The collection will be available exclusively at ALDI stores nationwide on December 13 and will retail at \$9.99 per bottle.

"The holidays are the perfect time for sharing or gifting a bottle of wine and we knew Timothy's designs could elevate that tradition by pairing modern art with award-winning taste," said ALDI spokeswoman Liz Ruggles.

For more information on Timothy Goodman and his art, check out [TGoodman.com](http://TGoodman.com). For more on ALDI and the release of this exclusive wine collaboration, follow ALDI on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#), [Pinterest](#) and the [ALDI Simply Smarter Living Blog](#).

#### ***About ALDI Inc.***

A leader in the grocery retailing industry since 1976, ALDI operates nearly 1,700 U.S. stores in 35 states. More than 40 million customers each month benefit 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 are designed to 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. For the seventh year in a row, ALDI was recognized as a value leader among U.S. grocery stores by a Market Force Information<sup>®</sup> survey of U.S. consumers. For more information about ALDI, visit [aldi.us](http://aldi.us).