



For Immediate Release

Contact: Nisa Kiang
312-988-2266
nkiang@webershandwick.com

Melisa Yunlu
312-988-2427
myunlu@webershandwick.com

ALDI Delivers to Your Door With New Instacart Partnership
Retailer Pilots Delivery Service in Los Angeles, Atlanta and Dallas

Batavia, Ill., August 14, 2017 – ALDI, one of America’s favorite grocery retailers,* announced a partnership today with Instacart, the technology-driven, nationwide on-demand grocery delivery service. The pilot program from ALDI, already a leader in convenient shopping, will give people even more access to high-quality groceries at the low prices ALDI is known for.

The new partnership allows customers to conveniently complete their grocery shopping by ordering award-winning ALDI products for delivery in as little as one hour. Starting later this month, ALDI will launch the service in Atlanta, Dallas and Los Angeles, with potential for future expansion.

“Our partnership with Instacart is another example of ALDI expanding our commitment to customer convenience and value,” said Jason Hart, CEO of ALDI. “We know customers are looking for new ways to save time and money. Instacart provides easy access to our low prices at the click of a button.”

The Instacart experience is as easy to shop as an ALDI store. Customers fill their virtual carts by visiting instacart.com or downloading the Instacart App. At checkout, customers can choose a delivery window that works best with their schedule, anywhere from an hour or up to a week later. Instacart’s personal shoppers do the rest.

“From their unique assortment of goods to their low price commitment and high standards, the ALDI and Instacart partnership aligns on delivering excellent value and convenience to consumers,” said Apoorva Mehta, CEO of Instacart. “There’s a clear demand for quality grocery delivery, and ALDI and Instacart are working together to meet it.”

To celebrate the partnership, ALDI and Instacart are offering customers \$20 off their first Instacart order with code ALDIDELIVERY until September 30.**

ALDI is perfecting a formula that has delivered continuous growth with its simple approach to make grocery shopping smart, fast and affordable. More than 90 percent of the products in ALDI stores are exclusive brands, designed to be as good as, or better, than national name brands. All ALDI exclusive product lines such as SimplyNature, liveGfree gluten-free foods and Little Journey premium baby essentials will be available through the Instacart platform. Regardless of how customers choose to shop, ALDI remains committed to providing great quality products at the lowest possible prices.

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® survey of U.S. consumers. For more information about ALDI, visit aldi.us.

About Instacart

Instacart helps people cross grocery shopping off their to-do lists with just a few clicks. Customers use the Instacart website or app to fill their virtual shopping cart with items from their favorite, local stores and Instacart connects them with shoppers who hand pick the items and deliver them straight to their door. Founded in San Francisco in 2012, Instacart has quickly scaled to over 100 markets nationwide and partnered with retailers across the United States, including popular national chains as well as local, regional grocers. By combining a personal touch with cutting-edge technology, Instacart offers customers a simple solution to save time and eat fresh food from the most trusted grocery brands. Instacart is the only grocery service that can meet today's on-demand lifestyle by delivering in as little as one hour. First delivery is free at www.instacart.com.

**According to a survey of US consumers conducted in 2017 by Market Force Information.*

*** Promotional [terms and conditions](#).*