



For Immediate Release

Contacts: Melisa Yunlu (312) 988-2427 myunlu@webershandwick.com Samantha Barron (312) 988-2477 sbarron@webershandwick.com

ALDI ENDS 2017 WITH MORE THAN 200 PRODUCT AWARDS *The Innovative Grocery Chain Has Quadrupled Its Award-Wins in Past Year*

BATAVIA, Ill. – Dec. 26, 2017 – As 2017 comes to a close, ALDI is wrapping up an unprecedented year of national accolades. The innovative grocery chain has won awards for more than 200 ALDI-exclusive products since January.

“We’re honored each time ALDI wins an award,” said Jason Hart, ALDI CEO. “Nothing means more to us than the opinions of our customers. The recognitions mean our shoppers appreciate the quality of ALDI products and inspire us to keep bringing them the very best we can offer.”

ALDI-Exclusive Products Earn Reputable Recognition

Spanning every aisle in the store, ALDI products received more awards in 2017 than any previous year.

- **Best New Product Award: 24 product wins**
 - Winners were chosen from results of the 2017 BrandSpark Best New Product Awards survey and user feedback from Shopper Army.
 - Winning products include Little Journey Baby Food Purees, Specially Selected Brioche Buns and liveGfree Organic Brown Rice Quinoa Pasta.
- **Parent Tested Parent Approved Seal of Approval: 65 product wins**
 - Thirty-seven products won the PTPA seal, while an additional 28 holiday-focused products earned the Santa Tested Santa Approved Seal of Approval.
 - Each award-winning product was evaluated by select members of PTPA’s extensive volunteer testing community of more than 70,000 trusted parents across North America.
 - Winning products include SimplyNature Kids Organic Fruit Snacks, Nature’s Nectar 100% Apple Juice and SimplyNature Green Pea Crisps.
- **Gluten-Free Buyers Guide Gluten-Free Awards: 10 product wins**
 - Five products were recognized in the 7th Annual Gluten-Free Awards, while an additional five products were recognized in the 8th annual awards, both announced in 2017.
 - Winning products include liveGfree Pepperoni Pizza Stuffed Sandwiches (first place in the frozen meals category of the 7th annual awards), liveGfree Gluten Free Plain Wraps (second place in the tortilla or wrap category of the 7th annual awards) and liveGfree Deluxe Macaroni & Cheese (second place in the macaroni and cheese category of the 8th annual awards).

ALDI Leads Industry in Value and Loyalty

For the seventh year in a row, ALDI was voted Value Leader among U.S. grocery stores, according to a 2017 consumer survey conducted by Market Force Information. ALDI was also named the top major national grocery chain for customer loyalty.*

Throughout 2017, ALDI has also been celebrated nationally and regionally as a leading employer and business, including being named to the *Forbes* Top Workplaces list, as well as Top Workplaces lists in 14 markets across the U.S., including Chicago, Houston, Minneapolis and St. Louis.

ALDI Wines Garner Top Wine Industry Endorsements

ALDI-exclusive wines have been recognized by expert organizations in the wine industry, such as the Beverage Testing Institute (BTI) and the San Diego International Wine and Spirits Challenge. Ratings are the result of blind tastings by panels of highly experienced and professional tasters who rate wines to reflect their overall style, character and quality.

“ALDI is a destination for wine enthusiasts looking for a diverse variety of reds, whites and rosés. Awards for our wine portfolio show us that we’re succeeding in providing high-quality wine at a great value,” said Hart.

In 2017, 35 ALDI-exclusive wines were recognized by BTI with a “Best Buy” rating, including five Gold Medal winners: Paluzzi Moscato D’Asti, Lot Series Reserve Malbec, Lot Series Grande Brut, William Wright Reserve Pinot Noir and Crimson Roots Zinfandel. The ALDI-exclusive Sargent Canyon Cabernet Sauvignon also earned a “Highly Recommend” rating from the San Diego International Wine and Spirits Challenge.

In addition to wine industry awards, the ALDI-exclusive Broken Clouds Pinot Noir earned the coveted 2017 Product of the Year** title in the wine category (along with the SimplyNature Organic White Cheddar Puffs in the salty snacks category). The red wine from Sonoma Coast, California was ranked a favorite by 40,000 American shoppers for its rich berry flavors with an allspice finish.

Additionally, Chefs In America awarded its highest distinction, the American Masters of Taste Gold Medal Endorsement, to 12 wines from ALDI (in addition to 69 other ALDI-exclusive products). The network of more than 6,500 corporate and executive chefs and food industry professionals endorse products that emphasize taste excellence and superior quality.

For more information on award-winning ALDI products and industry recognitions, please visit aldi.us.

About ALDI Inc.

A leader in the grocery retailing industry since 1976, ALDI operates more than 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.

**According to annual surveys of U.S. consumers conducted from 2011 to 2017 by Market Force Information®*

***Winners were chosen in a survey of 40,000 American shoppers by global research agency Kantar TNS*

APPENDIX

Best New Product Award

- SimplyNature Organic White Cheddar Puffs
- Specially Selected Brioche Buns
- Little Journey Baby Purees
- SimplyNature Organic Cage Free Brown Eggs
- SimplyNature Organic Rice

- liveGfree Organic Brown Rice Quinoa Pasta
- Nature's Nectar Coconut Water
- Little Journey Yogurt Bites

Parent Tested Parent Approved Seal of Approval

- SimplyNature Organic Fruit Bars
- SimplyNature Organic Juice Boxes
- Little Journey Organic 100% Baby Juice
- Nature's Nectar 100% Apple Juice
- Nature's Nectar 100% Mango Juices
- SimplyNature 100% Plum Juices
- Nature's Nectar Juice Pouches
- SimplyNature Kids Organic Fruit Snacks
- Happy Farms String Cheese
- SimplyNature Organic Whole Milk Yogurt
- Earth Grown Vegetarian Burgers
- Millville Honey Nut Crispy Oats
- Millville Crispy Oats
- SimplyNature Organic White Cheddar Puffs
- SimplyNature Green Pea Crisps
- Elevation by Millville Pure & Simple Bar
- SimplyNature Organic Chewy Granola Bars
- Fit & Active Individual Fruit Bars
- Friendly Farms Delightfully Pure Coffee Creamers
- Activ Energy 24 pack Batteries
- SimplyNature Fruit Squeezies
- Belmont Gourmet Cream Pies
- Baker's Corner Bake Mix-In's
- Bake House Creations Christmas Sugar Cookie Dough
- Benton's Gingerbread House
- Benton's Snowman Graham Snack Packs
- Benton's Peanut Butter Filled Cookies
- Choceur Mini Chocolate Bars
- Lunch Buddies Holiday Fruit Snacks
- Choceur Chocolate Coins
- Specially Selected Indulgent Popcorn Tins
- Specially Selected Caramel Corn Nut Mix
- Heart to Tail Holiday Pet Sweater
- Specially Selected Christmas Tree Brioche

Gluten-Free Buyers Guide Gluten-Free Awards

- liveGfree Gluten Free Sea Salt Multi Seed Cracker
- liveGfree Pretzel Sticks
- liveGfree Black Sesame Brown Rice Crisps
- liveGfree Gluten Free Cocoa Loco Baked Chewy Bars
- liveGfree Gluten Free Deluxe Macaroni & Cheese
- liveGfree Gluten Free Pepperoni Pizza Stuffed Sandwiches
- liveGfree Gluten Free Yellow Baking Mix

- liveGfree Gluten Free Rosemary & Olive Oil Multiseed Crackers
- liveGfree Gluten Free Pancake and Baking Mix
- liveGfree Gluten Free Plain Wraps

Product of the Year

- SimplyNature Organic White Cheddar Puffs
- Broken Clouds Pinot Noir

Chefs in America

- Happy Farms Preferred Goat Cheese Logs
- Priano Fresh Mozzarella
- Specially Selected Aged Reserve White Cheddar
- Happy Farms Preferred Cranberry White Cheddar
- Specially Selected Hand Rolled Goat Cheese Logs
- Happy Farms Preferred Cheese Wedge
- Specially Selected Manchego
- Specially Selected Gruyere
- Happy Farms Preferred Apple Smoked Cheese
- Happy Farms Preferred Farmhouse Assortment
- Earthly Grains Quinoa Blends
- Earthly Grains Quinoa Blends
- SimplyNature Organic Rice
- Priano Bronze Cut Pasta
- Appleton Farms Italian Style Deli Meats
- Specially Selected Prosciutto Panino
- Specially Selected Panino: Prosciutto Panino Sticks and Prosciutto Panino
- Specially Selected Kalamata Olives
- Specially Selected Stuffed Queen Olives
- Specially Selected Stuffed Queen Olives
- Arosa Sparkling Moscato Rosé
- Belletti Prosecco
- Maison de Joie Brut Sparkling
- Copperwood Merlot
- Dancing Flame Red Blend
- Outlander Cabernet Sauvignon
- William Wright Reserve Pinot Noir
- Coastal Cove Sauvignon Blanc
- Crystal Creek Cellars Riesling
- Moielle Moscato
- Villanella Pinot Grigio
- William Wright Chardonnay
- Specially Selected Cold Smoked Salmon
- Fresh Never Frozen Atlantic Salmon
- SimplyNature Organic Grass Fed 85/15 Ground Beef
- Family Pack Organic Grass Fed 85/15 Ground Beef
- Specially Selected Cheese Bites
- SimplyNature Exotic Vegetable Chips
- PurAqua Belle Vie Sparkling Flavored Water (12 pack)
- PurAqua Belle Vie Sparkling Flavored Water (8 pack)

- PurAqua Belle Vie Sparkling Flavored Water (1 Liter)
- Specially Selected Pure Maple Syrup
- SimplyNature Organic Broth
- SimplyNature Organic Broth
- Specially Selected Naan Bread
- Never Any! Thin Sliced Chicken Breasts

World Dairy Expo Championship Dairy Product Contest

- Belmont Super Premium Ice Cream Pints
- Happy Farms Preferred Blend Specialty Shreds
- Priano Braided Mozzarella

San Diego International Wine & Spirits Challenge

- Sargent Canyon Cabernet Sauvignon (2014)

Beverage Testing Institute

- Runik Red Blend (NV)
- Outlander Meritage (2015)
- Tailslide Pinot Noir (2014)
- Coastal Cove Sauvignon Blanc (2016)
- Chiaré Blanc de Blancs (2015)
- Broken Clouds Pinot Noir (2015)
- Broken Clouds Chardonnay (2015)
- Outlander Cabernet Sauvignon (2015)
- Arosa Sparkling Moscato Rosé (non-vintage)
- Grandi Mori Valdobbiadene Prosecco (non-vintage)
- William Wright Reserve Pinot Noir (2014)
- Giretto Pinot Grigio (2016)
- Maison de Joie Brut Sparkling (non-vintage)
- Moisello Sparkling Moscato (non-vintage)
- Crystal Creek Cellars Cabernet Sauvignon (2015)
- Sargent Canyon Cabernet Sauvignon (2014)
- Crystal Creek Cellars Riesling (2015)
- Lot Series Reserve Malbec 2014 vintage (Special Buys)
- Lot Series Grande Brut 2013 vintage (Special Buys)
- Lot Series Old Vine Garnacha 2015 vintage (Special Buys)
- Lot Series Cabernet Sauvignon 2015 vintage (Special Buys)
- Lot Series Reserve Merlot 2014 vintage (Special Buys)
- William Wright Reserve Red Blend (Artist Series, 2015 vintage) (Special Buys)
- William Wright Reserve Chardonnay (Artist Series, 2015 vintage) (Special Buys)
- William Wright Reserve Cabernet Sauvignon (Artist Series, 2015 vintage) (Special Buys)
- Crimson Roots Dark Red Blend (2015) (Seasonal)
- San Zenone Toscana Rosso (2014 vintage) (Seasonal)
- San Zenone Bianco (2016 vintage) (Seasonal)
- Paluzzi Moscato D' Asti (2016 vintage) (Seasonal)
- Bonaval Cava Brut (2015 vintage) (Seasonal)
- Ashokawna Pinot Noir (2015) (CA Only)
- Crimson Roots Zinfandel (2014) (CA Only)

- **Chateau Cote Nord Chardonnay (2016) (CA Only)**
- **Rolling Mist Fume Blanc (2016) (CA Only)**