



For Immediate Release

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ALDI CUSTOMERS FIND WAYS TO SAY HELLO TO HEALTHY IN THE NEW YEAR *Grocer Kicks Off 2017 Offering Weekly Meal Plans and Better-for-You Foods*

Batavia, Ill. – January 10, 2017 – For many, the start of the year means a re-focus and commitment to healthier lifestyle habits. According to a recent survey, more than 56 percent of New Year’s resolutions are based around healthier eating, weight loss or fitness¹. These healthy hopefuls can now turn to an affordable ally to help them reach their goals this year – ALDI.

In addition to significantly expanding their fresh produce and organic offerings, the retailer, one of America’s favorite grocery stores², is offering customers fresh online resources at ALDI.us/hellohealthy to help them say “hello, healthy” in the New Year. Starting in January 2017 and continuing through March, visitors can find new resources each week, including weekly meal plans, new recipes, inspiring videos, and tips on how to shop for a variety of eating styles like paleo, vegan and plant-based.

“It’s the time of year when everyone is thinking about making a fresh start and resolving to eat better, and I’m so excited that ALDI is offering these resources to help introduce better-for-you foods, whether it’s a new fruit or vegetable, or a smarter way of preparing a favorite recipe,” said Sally Kuzemchak, registered dietitian, author and ALDI Advisory Council member. “And, many people don’t realize that ALDI carries several dietitian-recommended products – at a fraction of the cost compared to other grocery retailers.”

Overcoming Barriers to Better Eating

Research shows people often give up on healthy living resolutions because they are overwhelmed by a number of factors, including the perceived higher cost of healthy foods. In fact, 41 percent of people surveyed note that lower prices on healthy food would best help them stick to their New Year’s resolutions to eat healthier¹. Now, customers can easily find all of the products to support their healthy living endeavors at ALDI, all while saving up to 50 percent³ on their grocery bills.

“At ALDI, we want our customers to know we are dedicated to making living healthier not only attainable, but affordable, too,” said ALDI spokeswoman Liz Ruggles. “In addition to providing high quality groceries at the lowest possible prices, we developed these new resources to help our shoppers achieve their goals in health and wellness.”

More than 50 percent of survey respondents say that lack of planning was a reason for not sticking to healthy eating resolutions in the past¹. To be able to offer up a variety of meal plans and shopping guides to fit every lifestyle, ALDI has teamed up with well-known food and lifestyle partners Cookie and Kate, A Couple Cooks, The Healthy Apple, and My Heart Beets to curate better-for-you recipes and meal plans to help ALDI customers stick to healthier eating habits.

In addition to these partners, ALDI is proud to work with a team of dietitians who specialize in family nutrition, sports performance and promoting a positive body image. This team, also known as the ALDI

Advisory Council of Registered Dietitians, select their 'Dietitian's Picks' to help more than 32 million monthly shoppers easily find smart choices and kick-start healthy eating habits at home. These products, hand-picked for their nutritional value, can be found by the 'Dietitian's Picks' emblem online at ALDI.us and include gluten-free and organic items, fresh meat and produce options, kid-friendly choices as well as fresh bakery goods.

That's not all ALDI has done with a focus on the well-being of its customers. Over the past several years, ALDI has improved its product offerings and resources to provide customers with even more options they can feel good about, including:

- **Store Developments:** Introduced Healthier Checklanes which replaced high calorie and high sugar content candy and treats with smarter options like single-serve nuts and trail mixes, dried fruits and assorted granola bars.
- **Product Changes:** Removed added MSG, certified synthetic colors, and partially hydrogenated oils from all exclusive brand food products – which make up 90 percent of the items in ALDI stores.
- **New Product Lines:** Ever-growing SimplyNature line of products, which is free from more than 125 artificial ingredients, as well as a gluten-free line of products under the ALDI exclusive brand, liveGfree, and *Never Any!* meat products that contain no added antibiotics, hormones, animal by-products or other additives.
- **Fresh Produce:** Expanded selection of fresh, organic produce offerings, including organic bananas, apples, tomatoes, avocados and salad mixes.

ALDI is ready to help Americans stick to those resolutions for good. For deliciously healthy recipes, eating tips, and to learn more about how ALDI is helping customers say "hello, healthy" this year, check out ALDI.us/hellohealthy.

About ALDI Inc.

A leader in the grocery retailing industry, ALDI operates more than 1,600 US stores in 35 states. More than 36 million customers each month save up to 50 percent³ 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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¹ Based on a survey of 1,051 adults based in the continental United States conducted by ALDI in association with Google Consumer Survey, December 2016

² According to a survey of US consumers conducted in 2016 by Market Force Information

³ Based upon a price comparison of comparable products sold at leading national retail grocery stores