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ALDI and Instacart Make it Easier to Feed Neighbors in Need on #GivingTuesday
This Nov. 27, ALDI Is Partnering with Instacart to Donate Up to 1 Million Meals to Feeding America®

BATAVIA, Ill., Nov. 13, 2018 – This #GivingTuesday, ALDI shoppers can make a difference and help provide food for families in need. For every ALDI order made via Instacart that day, ALDI will make a matching donation, up to 1 million meals*, to Feeding America.

“ALDI is dedicated to being a good neighbor and building strong communities. We’re proud to be a Feeding America Leadership Partner and to support efforts to end hunger in America,” said Joan Kavanaugh, ALDI Vice President. “This year, we want to make it even easier for people to help us give back to Feeding America. By simply ordering through Instacart, people can join ALDI and help provide meals to people in need while planning meals of their own.”

On #GivingTuesday, every ALDI purchase made via Instacart will be matched by the company with a donation to Feeding America, totaling up to 1 million meals. Instacart will also waive the delivery fee for all ALDI orders of \$35 or more, donating the value of each waived fee to Feeding America.

“Everyone should have access to food to enjoy a happy and healthy holiday season,” said Andrew Nodes, Vice President of Retail Accounts at Instacart. “As a Feeding America Supporting Partner, Instacart is proud to team up with ALDI to give the gift of groceries to people in need.”

This commitment builds on a long-standing partnership between ALDI and Feeding America. This summer, hundreds of ALDI employees across the country packed thousands of disaster relief boxes during a service day to support individuals and families displaced from their homes by natural disasters. To help people affected by the California wildfires and Hurricane Florence, Feeding America distributed more than 5,000 disaster relief boxes filled with ALDI products like ready-to-eat tuna and chicken salad kits, dried berries, canned fruits and vegetables, granola bars, peanut butter, utensils and more.

Instacart kicked off its partnership with Feeding America earlier this month with the company’s inaugural Week of Service. During the week of Nov. 5, hundreds of employees in 21 cities across the United States and Canada volunteered at local Feeding America and Food Banks Canada-affiliate food banks. For every hour employees volunteered during the service week, Instacart donated 300 meals to Feeding America, for a total of 301,500 meals.

“This is a critical time of year when families look to their local food bank for help and the Feeding America network is at its busiest. There’s truly no better time to give back to people in need than during the holidays,” said Andy Wilson, Chief Development Officer at Feeding America. “We’re proud of our

relationships with both ALDI and Instacart and their efforts to raise awareness about people who need a little extra love this giving season.”

As ALDI continues to bring Instacart to even more communities, it is also continuing to look for ways to support the communities it serves. For more information about how ALDI supports local communities, visit <https://corporate.aldi.us/en/corporate-responsibility/community/>.

#GivingTuesday takes place the Tuesday following Thanksgiving, Nov. 27, 2018, and kicks off the holiday charitable season.

On Nov. 27, Instacart customers can activate free delivery on ALDI orders of \$35 or more with the code GIVINGTUESDAY at checkout.

*\$1 helps provide at least 10 meals secured by Feeding America on behalf of local member food banks. ALDI guarantees a commitment of \$100,000.

About ALDI U.S.

A leader in the grocery retailing industry since 1976, ALDI operates more than 1,800 U.S. stores in 35 states. More than 40 million customers each month benefit from the simple, streamlined approach ALDI brings to retailing. ALDI sells frequently purchased grocery and household items, primarily under its exclusive brands, which meet or exceed national name brands on taste and quality. For the eighth year in a row, ALDI was recognized as the value leader among U.S. grocery stores by a Market Force Information® survey of U.S. consumers. ALDI also backs up its products with a Twice as Nice Guarantee: replacing the product AND offering a full refund. For more information about ALDI, visit aldi.us.

About Instacart

[Instacart](http://instacart.com) is the North American leader in online groceries and one of the fastest growing companies in e-commerce. Instacart’s same-day delivery and pickup services bring everyday essentials and fresh groceries to consumers in the U.S. and Canada in as fast as an hour. Instacart has partnered with the most popular national and regional retailers such as Albertsons, ALDI, Costco, CVS, Kroger, Loblaws, Publix, Wegmans and Sam’s Club, among others. The Instacart marketplace offers more than 300 retailers and trusted local grocers that customers love. The company’s cutting-edge technology powers some of the world’s biggest retail players by supporting their e-commerce marketplace and delivery solutions. Instacart also offers an [Express Membership](http://www.instacart.com/express) program, giving customers unlimited free delivery from available stores on orders over \$35. For more information, please visit www.instacart.com.

About Feeding America

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. With Feeding America, every \$1 helps to provide at least 10 meals to people facing hunger in the U.S. through our nation network of food banks. Visit www.feedingamerica.org, find us on Facebook or follow us on Twitter. To learn more about how ALDI is helping Feeding America fight domestic hunger visit blog.aldi.us.