



For Immediate Release

ALDI Contact: Kelsey Williamson
(312) 988-2087
kwilliamson@webershandwick.com

How2Recycle Contact: Anne Elsea
(434) 202-4847
anne.elsea@greenblue.org

ALDI Demonstrates Commitment to Sustainability, Joins How2Recycle Program

Batavia, Ill. – July 11, 2018 ALDI, one of the fastest growing retailers in the country, will use the How2Recycle label across all exclusive brand products in the next two years. ALDI is the most recent company to join the How2Recycle program.

The How2Recycle label will empower ALDI shoppers to recycle better by making it easy to decipher which package can be recycled, and if they need to take any special steps to prepare the package for recycling.

“We’re thrilled to welcome ALDI in the growing list of retailers in the How2Recycle program,” said Caroline Cox, project manager of How2Recycle. “The full scale adoption of How2Recycle across product categories demonstrates a growing ALDI commitment to accurate and harmonized recycling labeling that empowers consumers to recycle more and better.”

Joining How2Recycle aligns with broader ALDI goals to reduce the amount of waste sent to landfills by recycling equipment batteries and cardboard, paper, plastic film and foil from all stores and warehouses.

“We pride ourselves on a smart, sustainable approach to sourcing products for our customers, and we’re excited to partner with How2Recycle,” said ALDI Director of Communications Kate Kirkpatrick. “More than 90 percent of our products are ALDI-exclusive brands, giving us greater influence over how they are sourced, produced and delivered to our stores. Reducing our environmental impact is a priority through every step of the ALDI supply chain.”

The How2Recycle label is the only U.S.-based recycling label that is standardized across all packaging types and is the only label to offer comprehensive instructions on packaging recyclability in an easy to understand format. Thousands of name brand products already use the label and it can be found in retailers in hundreds of stores across the country.

ABOUT HOW2RECYCLE

The How2Recycle Label is a U.S.-based standardized labeling system that clearly communicates recycling instructions to the public. Over 100 companies and thousands of name brand products are carrying the How2Recycle label on products. How2Recycle is a project of the Sustainable Packaging Coalition®, a membership-based group that brings together business, educational institutions, and government

agencies to collectively broaden the understanding of packaging sustainability and develop meaningful improvements for packaging solutions. For more information, follow us on Twitter @How2Recycle or go to our website at www.How2Recycle.info.

Companies interested in joining How2Recycle can visit <http://www.how2recycle.info/join> for more information or contact how2recycle@greenblue.org.

About ALDI U.S.

A leader in the grocery retailing industry since 1976, ALDI operates nearly 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. ALDI backs up its products with a Double Guarantee: If for any reason a customer is not 100 percent satisfied with any ALDI food product, ALDI will gladly replace it and refund the purchase price. For the seventh year in a row, ALDI was recognized as a value leader among U.S. grocery stores in 2017 by a Market Force Information® survey of U.S. consumers. For more information about ALDI, visit aldi.us.