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ALDI Continues Growth Momentum with National Instacart Rollout

Retailer launching e-commerce and same-day online delivery solutions coast to coast

BATAVIA, Ill., Sept. 18, 2018 – ALDI is pleased to announce a national partnership with Instacart, bringing online grocery delivery to ALDI stores across the nation. After a successful pilot program, online ordering of ALDI products via Instacart, the North American leader in online groceries, will be available across 35 states in 5,000 new ZIP codes by Thanksgiving. The national rollout covers 75 major markets, including San Diego, New York City, Miami, Raleigh and Minneapolis.

“ALDI is a pioneer and a leader in creating a shopping experience that works with people’s busy lives,” said Jason Hart, CEO of ALDI U.S. “Our partnership with Instacart and the expansion of our e-commerce options are more ways we are meeting the growing needs of today’s shopper, who wants high-quality food at unbeatable prices.”

ALDI customers will have access to fresh groceries, including organic produce, antibiotic-free meat and fresh seafood, all available for Instacart delivery in as little as one hour.

“The response to the ALDI pilot programs in Atlanta, Dallas, Los Angeles and Chicago have been overwhelmingly positive. Bringing delivery to ALDI stores across the U.S. enables Instacart to grow its base of customers and introduce even more people to same-day grocery delivery,” said Apoorva Mehta, Founder and CEO of Instacart. “Like ALDI, Instacart is focused on delivering value and making quality food accessible and affordable to everyone. We’re excited to work together to further innovate the shopping experience with fast delivery and low prices for ALDI customers.”

Shopping at ALDI with Instacart is just as easy as shopping in a physical ALDI store. Customers fill their virtual carts by visiting [Instacart.com/aldi](https://www.instacart.com/aldi) or downloading the Instacart app. At checkout, customers can choose a delivery window — anywhere from an hour or up to a week later — that works best with their schedule. Instacart personal shoppers do the rest. To celebrate the nationwide partnership with Instacart, first-time Instacart customers can receive \$10 off their first three ALDI orders of \$35 or more with the code ALDILOVE.**

ALDI is growing rapidly, investing more than \$5.3 billion to remodel and expand its store count to 2,500 by the end of 2022. In August, the retailer announced it would expand its selection of fresh, organic and easy-to-prepare options by 40 percent. As one of the fastest-growing retailers in the U.S., ALDI will continue to explore bringing its convenience, quality and value to even more communities with online delivery and pickup.

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. ALDI has been one of America's favorite grocery retailers, and for the eighth consecutive year, the Value Leader for grocery shoppers, according to a 2018 survey of U.S. consumers by Market Force Information®*. 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 is the North American leader in online groceries and one of the fastest growing companies in e-commerce. Instacart's same-day delivery service brings 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, 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](#) program, giving customers unlimited free delivery from available stores on orders over \$35. For more information, please visit www.Instacart.com.

**According to annual surveys of U.S. consumers conducted from 2011 to 2018 by Market Force Information®*

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