

ALDI  
has won  
over 800  
product  
awards.



1 in 5

ALDI-exclusive products are  
AWARD-WINNING<sup>1</sup>

400+

PRODUCT AWARDS

— this year alone —

8

— ALDI has been voted *Value Leader*  
**YEARS IN A ROW**  
— over competitors<sup>2</sup>

ALDI is the **only** supermarket to  
be named *Retailer of the Year*

**TWICE** in the  
last five  
years<sup>3</sup>

We don't like to brag, so our awards do it for us.

97

THE EXPERTS HAVE SPOKEN

ALDI-exclusive wines have  
received ratings and awards  
by leading wine experts.



AND BETTER YET!  
23 of them were  
given a rating of

90+  
POINTS

PRODUCT AWARDS

by year



A *perfect*  
pairing.

ALDI-exclusive  
wines and  
cheeses have  
received more  
awards and  
recognitions  
than any other  
category.

Our entire liveGfree and Never Any! lines were quality tested and approved  
by the food and nutrition experts at the Good Housekeeping Institute, a  
prestigious program that's backed by more than



100 YEARS,  
making it America's  
most trusted emblem.

Real parents and families across the  
country have tested and approved

184

ALDI products,  
including the  
Little Journey line  
of baby essentials.



Simply Nature is the  
most decorated ALDI-  
exclusive brand. It features  
foods free from more than  
125 ingredients and many  
organic options.



Top corporate  
reputation in the U.S.<sup>4</sup>



No. 1 ranked supermarket  
for innovation<sup>5</sup>



Top positive customer  
experience<sup>6</sup>

4

Named one of **America's Top  
Large Employers** by *Forbes*  
**YEARS IN A ROW**

For more information, visit [ALDI.us](http://ALDI.us)

1. As of 11/1/2018, based on a survey of everyday nationally-distributed ALDI-exclusive  
branded products. 2. According to annual surveys of US consumers conducted from  
2011 to 2018 by Market Force Information®. 3. Based on 2015 and 2018 selections by  
*Supermarket News*. 4. Based on 2018 Reputation Institute Rankings. 5. Based on the  
2018 American Innovation Index Award. 6. Based on 2018 Temkin Emotion Ratings.

