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ALDI *Never Any!* Meats Receive the Good Housekeeping Seal
Entire ALDI-Exclusive Line of Meats Raised Without Antibiotics, Hormones or Steroids
Carries the Backing of One of America's Most Trusted Emblems

BATAVIA, Ill., Oct. 16, 2018 — The entire lineup of products under the ALDI-exclusive brand of meats, *Never Any!*, has earned the Good Housekeeping Seal, a symbol of quality assurance and consumer protection since 1909. All meats in the *Never Any!* line are certified by the USDA as raised antibiotic-free, with no added hormones or steroids, and no animal byproducts (vegetarian fed).

The ALDI-exclusive brand, launched in 2016, includes over 20 meats, such as *Never Any!* Chicken Breasts, *Never Any!* Hickory Bacon and *Never Any!* Chicken Sausage. The Good Housekeeping Seal for *Never Any!* joins a growing list of more than 300 recent product recognitions and awards for ALDI, including earning the Seal for more than 50 products in its liveGfree line of gluten-free foods. The Good Housekeeping Seal, which is considered the gold standard in helping to guide shoppers, reinforces how ALDI is committed to offering high-quality food at affordable prices.

“We know our customers are looking for natural foods free from added ingredients, and that’s what our *Never Any!* brand offers,” said Scott Patton, ALDI Vice President of Corporate Buying. “We’re proud to have the backing of the Good Housekeeping Seal for *Never Any!* It’s one more way we show people the care we put into bringing them great food at great prices.”

Customers can feel good about shopping the *Never Any!* line, knowing that the meats are free from added antibiotics, hormones or steroids. With the backing of the Seal, shoppers can also now trust that the entire product line was evaluated and quality tested by food and nutrition experts at the Good Housekeeping Institute.

“The ALDI *Never Any!* line has earned the Good Housekeeping Seal because it demonstrates a commitment to ensuring high-quality meat and poultry products through ethical agricultural practices,” said Jaclyn London, MS, RD, CDN, Good Housekeeping Institute Nutrition Director. “ALDI offers a variety of nutritious, delicious options with a wide range of prep and cooking ingredients. We welcome this innovative and consumer-conscious product line from ALDI into our Good Housekeeping Seal ‘family!’”

For more information on the *Never Any!* brand and other award-winning ALDI products, please visit aldi.us.

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 Good Housekeeping

Celebrating 133 years, Good Housekeeping (goodhousekeeping.com) is a leading lifestyle media brand inspiring a monthly audience of 30+ million readers to discover genius innovations, delicious ideas, style-savvy trends, compelling news and best-in-class products for their homes, families and themselves. The Good Housekeeping Institute's state-of-the-art labs combined with Good Housekeeping's seasoned editorial talent is unparalleled. Staffed by top engineers, scientists and technology experts, the GH Institute tests and evaluates thousands of products each year for the magazine, website and for the Good Housekeeping Seal and the Green Good Housekeeping Seal, which are among the most recognized and trusted consumer icons in the world today. Good Housekeeping, which also has five international editions, is published by Hearst Magazines, a unit of Hearst, one of the nation's largest diversified media, information and services companies. Hearst attracts more readers of monthly magazines than any other publisher. Hearst Magazines' print and digital assets reach 139 million readers and site visitors each month—more than two-thirds of all women and nearly three-quarters of millennial women in the country (source: 2017 comScore Multi-Platform/MRI 01-18/F17). With 25 titles in the U.S, the company publishes close to 300 editions and 200 websites around the world. Follow Good Housekeeping on [Facebook](https://www.facebook.com/goodhousekeeping), [Instagram](https://www.instagram.com/goodhousekeeping), [Twitter](https://twitter.com/goodhousekeeping), [Pinterest](https://www.pinterest.com/goodhousekeeping) and on the Inside the Institute blog.