



For Immediate Release

**ALDI Unveils New Membership Program with 331.9 Million Members on Day One
(the equivalent of the U.S. population)**

*America's third largest grocer drops spoof membership program that costs nothing
and includes everyone*

WHAT: Introducing ALDI+: The ultimate grocery membership, offering shoppers unlimited access to quality products at everyday low prices. **The cost to join? Zero dollars.** Shoppers can also upgrade to a crown-jewel level membership with perks like USDA quality meat, fresh produce and premium, affordable, wine – all for an additional zero dollars.

We're only kidding, unlike other retailers exclusive memberships aren't an ALDI thing. But guess what is? Great products at everyday low prices with no additional fees – unless you count the quarter needed to unlock your cart, which you get back when your cart is returned.

WHO: ALDI is America's low-price leader and one of America's fastest-growing retailers, serving millions of customers across the country each month.

WHEN: Every day. simple, efficient approach to operations, ALDI offers customers great products at everyday low prices, saving shoppers up to 40% on their weekly grocery bills compared to traditional grocery stores. No extra costs for perks, just a commitment to shoppers that never changes as ALDI continues to buck the trend of the grocery industry.

WHERE: Available at all ALDI locations nationwide. No membership cards, fees or subscriptions required. Simply show up and never pay extra to shop. Visit aldi.us/aldi-plus for more information.

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