



ALDI Smokes the Competition with Summer “Cookout Kickback”

The grocer is beating the national average of a Fourth of July cookout this summer, and paying shoppers the difference

ALDI Cookout Kickback
All your cookout needs at kickback prices.

Save \$20.87 compared to the national average.*

	ALDI	NATIONAL AVERAGE*		ALDI	NATIONAL AVERAGE*
Hamburger buns (1 pkg)	\$1.27	\$2.26	Chips (16 oz)	\$3.44	\$4.53
Cheese (1 lb)	\$2.51	\$3.53	Chicken breast (2 lbs)	\$4.62	\$8.14
Ground beef (2 lbs)	\$8.14	\$11.54	Pork chops (3 lbs)	\$9.67	\$14.37
Cookies (1 pkg)	\$1.89	\$3.90	Pork and beans (32 oz)	\$1.69	\$2.44
Ice cream (.5 gal)	\$3.50	\$5.29	Lemonade (2.5 qt)	\$2.29	\$3.73
Strawberries (2 pt)	\$2.98	\$4.56	Potato salad (2.5 lbs)	\$4.86	\$3.44
			<small>PER PERSON</small>	<small>PER PERSON</small>	
			\$46.86	\$67.73	

*Based on 10 people. Prices include taxes and delivery. Prices subject to change. Savings based on national average. Offer good while supplies last.

It's an ALDI thing.

BATAVIA, Ill., Jun. 27, 2023 – Hungry for grilling season, but not ready to eat the high cost? ALDI is here to help. Following the release of the national average cost of a Fourth of July cookout, ALDI is serving up a welcome reprieve for shoppers cooking out this summer.

This Fourth of July, shoppers can get their summer cookout essentials from ALDI for just \$46.86, saving \$20.87 compared to the national average of \$67.73 for 10 people. That’s a sizzlin’ hot 30.8% discount on cookout must-haves like ground beef, pork chops, potato chips, lemonade and more.

“Summer is meant to be spent with friends and family around the grill, and we don’t want shoppers to miss out on any of the fun,” said Scott Patton, Vice President of National Buying. “At ALDI, our fresh meat selection embodies quality and affordability, saving customers from getting burned at checkout so they can host this Fourth of July without any stress on their budget.”

ALDI Cookout Kickback

To take the heat off shoppers’ wallets, ALDI is holding the Cookout Kickback Sweepstakes, running from June 27 to July 11. One thousand lucky ALDI fans will be randomly selected to receive a Cookout Kickback gift card, valued at \$20.87 – the difference between an ALDI Fourth of July cookout and the national average. Gift cards can be used to stock up on all the summer BBQ essentials, including new products like ALDI Grass Fed Patties, Sweet Italian Brats, BBQ Bacon Wrapped Pork Tenderloin and Cheddar Brats.

Sound like a mouth-watering deal? Shoppers can enter for a chance to receive the Cookout Kickback by visiting aldi.us/cookoutkickback and dropping in their contact information.

How ALDI Does Meat

By cutting out the meat counter and additional in-store costs, ALDI passes on savings to shoppers by offering fresh, premium cuts of meat at an affordable price, every day. ALDI meat products are packaged at peak freshness, utilizing packaging techniques that use 50% less plastic than more traditional methods, following the grocer's dedication to sustainable practices.

Shoppers can visit their local ALDI store, shop online at shop.aldi.us, or tap into their DoorDash or Instacart apps to fill their carts with grilling meats, sides, and even seasonal home goods. For more information, visit [ALDI.us](https://www.aldi.us) or follow [@aldiusa](https://www.instagram.com/aldiusa) on Instagram, Twitter and TikTok and [@aldi.usa](https://www.facebook.com/aldi.us) on Facebook.

**Based on the items and quantities included in the American Farm Bureau Federation's annual Fourth of July Cookout Cost Survey, for up to 10. Available in-store and online. Tax and online and delivery fees not included.*

About ALDI

ALDI is one of America's fastest-growing retailers, serving millions of customers across the country each month. Our disciplined approach to operating with simplicity and efficiency gives our customers great products at the lowest possible prices. For six years running, ALDI has been recognized as No. 1 in price according to the dunnhumby Retailer Preference Index Report.* ALDI strives to have a positive impact on its customers, employees and communities by being socially and environmentally responsible, earning ALDI recognition as a leading grocer in sustainability.** In addition to helping protect the planet, ALDI helps customers save time and money through convenient shopping options via in-store, curbside pickup or delivery at shop.aldi.us. For more information about ALDI, visit aldi.us.

**According to the dunnhumby® ©2023 Retailer Preference Index.*

***According to Progressive Grocer's 2023 Top 10 Most Sustainable Grocers list.*

ALDI Cookout Abbreviated Rules

A purchase will not improve your chances to win. Sweepstakes starts at 12:00 AM CT 6/27/2023 and ends at 11:59 PM CT on 7/11/2023. Sweepstakes open to legal residents of the 50 United States and D.C. who are at least 18 years of age. 1,000 ALDI gift cards each valued at \$20.87 will be awarded. Total value of all prizes: \$20,870. Odds of winning depend upon the number of entries received. Void where prohibited. See Official Rules for details. Sponsor: ALDI, INC., 1245 Corporate Boulevard, Aurora, IL 60505.

Contact:

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