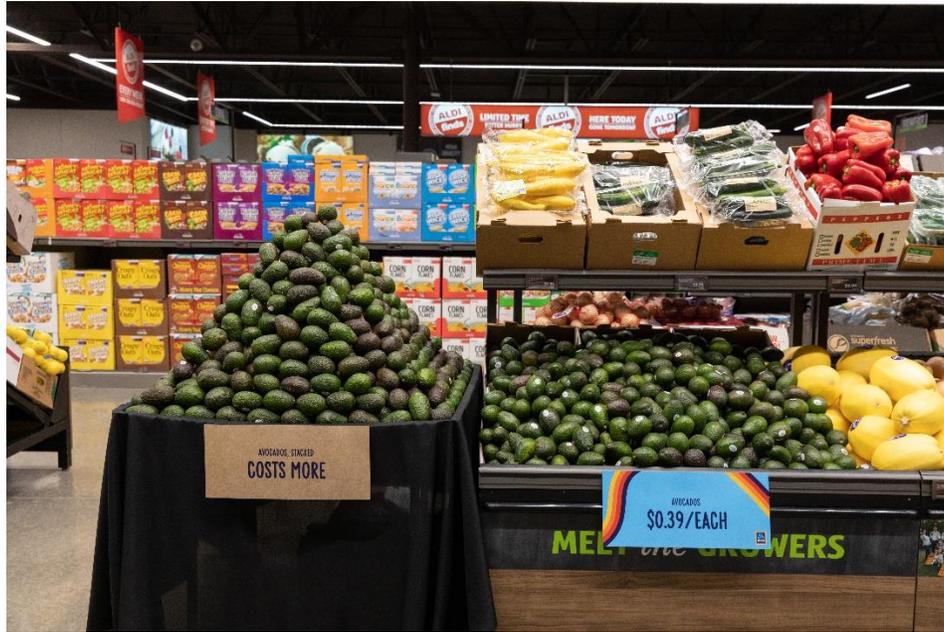


ALDI is Saving Texans up to \$700 a Year

Nearly 400,000 Texans visited ALDI for the first time in 2022 as many sought relief from high grocery bills. Here's how ALDI keeps its prices low.



The unique ALDI business model offers shoppers the quality products they want, at unbeatable prices, every day. It's not a sale, it's an ALDI thing. And it could save your family hundreds of dollars annually.

MARCH 23, 2023 - Everything is bigger in Texas, and it turns out grocery bills are no exception. As of February, year-over-year food-at-home prices in Dallas increased on-par with the national average of 10.2%, while in Houston, prices increased 13%.ⁱ

This is where ALDI steps in. We're the nation's fastest growing retailer, and Texans are starting to see why. In 2022, nearly 400,000 Texans across Dallas and Houston tried ALDI for the first time, experiencing our low prices on quality products for themselves.

"The influx of new shoppers over the past year shows what we knew to be true. People don't want to spend more on groceries than they have to," said Karla Waddleton, ALDI Rosenberg Divisional Vice President. "That's why we provide customers the best products at the lowest possible prices, every day, and we're on a mission to help Americans realize just how much they can save shopping at their local ALDI."

Voted the #1 grocer in price [by dunnhumby for the sixth year in a row](#), ALDI is working harder than ever to maintain our commitment to filling shoppers' carts, for less. On average, we save our shoppers nearly 15% on their grocery bills annually.ⁱⁱ For Texans, that adds up to \$700 a yearⁱⁱⁱ that stays in their wallet (imagine the Cowboys tickets you can score with those savings!). So, exactly *how* do we do it?

No Gimmicks or Tricks

Offering great produce at affordable prices is non-negotiable here at ALDI. Take a Texas staple, such as avocados. By displaying our avocados in the same boxes they arrive in vs. arranging them in

elaborate displays (goodbye, unnecessary labor costs!), ALDI is able to pass those cost savings along to our shoppers. And this simplified approach is working:

- Simple displays don't compromise the quality of the produce, as evidenced by the avocados flying off our shelves. ALDI sold more than 5.3 million avocados across Dallas and Houston last year.
- On average, produce prices at ALDI are between 20% to 40% lower than competitors.
- We take the guesswork out of product selection by only carrying an average of 130 produce items, which accounts for 98% of the most popular produce needs.
- Our smaller store footprint means you'll find what you need quickly.

The Best Products, Selected Just for You

We curate our product selections based on what we know our shoppers want, and skip the non-necessities like in-store restaurants, deli counters and more. But that doesn't mean we skimp on quality. From gourmet cheeses to sustainable seafood, organic produce and dairy alternatives, ALDI offers options for every dietary preference, at prices everyone can afford.

- Across Texas, Fresh Atlantic Salmon is one of our top-selling meat and seafood products – we're selling 10% and 16.8% more fresh fish products than we did last year in Dallas and Houston, respectively.
- Don't think shopping at ALDI is limiting, or worse...boring. We bring 100 new items into our stores every single week. Swing by the ALDI Finds aisle to take grocery shopping from errand to adventure with seasonal foods and decor, toys, kitchen gadgets, candles and more for every member of the family – big, small or four-legged.
- We know that Texans take pride in their home and love outdoor entertaining without spending a ton of green. Our live plant selection and outdoor entertaining furniture have been particularly popular ALDI Finds in Texas.

Award-Winning Private Labels

Developing private label products allows us to control everything from ingredients to packaging, identifying the most efficient options and quality-testing according to our rigorous ALDI standards every step of the way. With more than 40 years of experience under our belt, we know what it takes to develop award-winning products that meet or exceed the quality of name brands, without the added price tag.

- Private label brands are 90% of what you'll see on our shelves, and 1 in 3 of our private label products are award-winning.
- One hundred percent of our award-winning wine and beer selection are ALDI-exclusive labels sourced directly from world-renowned vineyards in Napa Valley, Champagne and Italy. Nearly 90% of these items cost \$10 or less.

All That Adds Up to a Lower Grocery Bill

Texans can take that to the bank. There's a thousand little, but intentional, decisions we make that translate to real savings, but here are a few more of our favorites:

- Our cart quarter deposit system keeps our team from needing to wrangle carts in the parking lot.
- We don't play music in our stores because licensing fees can add a sneaky cost that our competitors pass along to consumers.

- We include multiple bar codes on our products for quick scanning at check-out, so you can get home quicker.
- We encourage you to bring your own reusable bags or buy one of ours, but you won't find single-use plastic bags in our stores because we care about the environment.
- We limit our store hours to the most popular shopping times.
- We back all of our private label products with our 'Twice as Nice Guarantee.' If for any reason our shoppers are not 100% satisfied, they'll get a replacement *and* a refund. We don't mind giving the peace of mind when people try new things.

Once shoppers experience the ALDI difference, they can't ignore that we're a leader in value. It's not a sale. It's an ALDI thing.

About ALDI U.S.

ALDI is one of America's fastest-growing retailers, serving millions of customers across the country each month. For 10 consecutive years, ALDI has been voted America's value leader* and for six years running, ALDI has been recognized as No. 1 for price according to the dunnhumby Retailer Preference Index Report.** Since 1976, ALDI has offered an intentionally different shopping experience where customers never have to compromise on quality, selection or value. ALDI also proudly serves as a Feeding America Leadership Partner, donating 30 million pounds of food each year in an effort to end hunger in America. Customers can save time and money by conveniently shopping in-store or online at shop.aldi.us. For more information about ALDI, visit aldi.us.

**Market Force Information® U.S. Grocery Competitive Study.*

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

ⁱ Southwest Consumer Price Index Indicators, February 2023: <https://www.bls.gov/regions/southwest/cpi-summary/ro6xg01a.htm>

ⁱⁱ Based on a purchase of ALDI's 59 top selling grocery and 30 top selling produce items vs. leading competitors' comparable products in Texas. Prices checked starting 12/4/22 and verified weekly. Prices vary and competitors may offer lower priced alternatives [Weekly range varies from 13% to 14%]. See <https://www.aldi.us/en/tx-low-price-claim> for details.

ⁱⁱⁱ Savings based on 52 weekly purchases of ALDI's 59 top selling exclusive brand grocery products and 30 top selling produce products vs. leading competitors' comparable private label product (or if no comparable private label product, a comparable brand) at locations within ALDI markets in Texas and Oklahoma. Average savings per weekly purchase 15%/\$31. Prices checked starting 12/4/22 and verified weekly. Your savings may vary. Prices at individual stores and for delivery may differ. Competitors may offer other lower priced branded and/or private label products.