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ALDI Customers Crown Top 10 Fan Favorites for 2021

For the third year running, shoppers share their #ALDIlove for items they can't leave the store without

BATAVIA, Ill., July 28, 2021 — The results are in from the annual ALDI Fan Favorites survey. Since 2019, more than 360,000 customers have voted for their top picks from a wide variety of ALDI-exclusive items. This year's survey featured 10 new categories that capture the growing product selection and reflect how people are shopping for these items.



“ALDI fandom runs deep, and our customers are proud to share their enthusiasm for our exclusive products,” said Scott Patton, Vice President of National Buying. “In its third year, the survey evolved to reflect how ALDI products fit into our customers’ everyday lives.”

The 2021 Fan Favorites winners are:

Cult Favorite: Appleton Farms Premium Sliced Bacon*

Stream & Snack: Clancy's Kettle Chips*

Morning Meeting Must-Have: Specially Selected Brioche and French Toast Bagels

Guilt-Free Go-To: Friendly Farms Almond, Coconut & Oat Milk*

Guess Who's Back: Huntington Home 3 Wick Candles

Mama Knows Best: Mama Cozzi's Pizza Kitchen Take and Bake Deli Pizza*

Little Fan Favorite: Happy Farms String Cheese*

Sip & Celebrate: PurAqua Belle Vie Sparkling Flavored Water*

Dinner Delight: Fresh Family Pack Chicken Breasts

Keeping it Fresh: Strawberries*

**Denotes repeat winner*

“Customers count on ALDI for low prices in every aisle, every day, so it’s no surprise our family packs of chicken breasts came out on top in the dinner category,” Patton said. “Yet, despite the changes in shopping patterns throughout the past year, the number of repeat winners shows customers found comfort in their go-to products.”

New Favorites

Some new items fought hard against ALDI classics to make the list this year. Competition in the “Guess Who’s Back” seasonal product category was fierce, with the Huntington Home 3 Wick Candles narrowly winning over the famed holiday Advent calendars and popular Emporium Selection Cheese Assortments.

The Specially Selected Brioche and French Toast Bagels were the runaway winner in their category, claiming nearly 30,000 votes for the “Morning Meeting Must-Have.” They even won among voters in New York, who notoriously know a thing or two about great bagels.

Returning champs

As the overall Fan Favorite from 2020, the Mama Cozzi’s Pizza line earned its own category this year. But no matter how you slice the “Mama Knows Best” results, the Mama Cozzi’s Pizza Kitchen Take and Bake Deli Pizza continued its reign as a top vote-getter with more than 45,000 votes.

The Appleton Farms Premium Sliced Bacon took the top spot in the “Cult Favorite” category. The bacon edged out the Specially Selected Brioche Buns and Kirkwood Breaded Chicken Breast Fillets, which die-hard fans have dubbed “Red Bag Chicken” (and honor with a dedicated Facebook group that has more than 20,000 members).

In the “Little Fan Favorites” category, three-time champion Happy Farms String Cheese won by a landslide. The snack earned more than 50% of total category votes, solidifying its spot as a beloved ALDI product that continues to please kids of all ages.

Strawberries, a 2019 favorite, narrowly bested last year’s produce champ, avocados, by just over 800 votes. And while people rave about the award-winning, affordable wine selection at ALDI, the nonalcoholic PurAqua Belle Vie Sparkling Flavored Water took the “Sip & Celebrate” prize with more than 20,000 votes.

ALDI is passionate about offering shoppers high-quality foods and products they love, all at great prices. In fact, 1 in 3 ALDI-brand products are award-winning,* and many of the Fan Favorites winners have earned other third-party awards and endorsements. Starting this week, shoppers can find the 2021 Fan Favorites by looking for the blue heart-shaped logo on store shelves.

For more information on the 2021 Fan Favorites and other award-winning ALDI products, please visit aldi.us/fanfavorites.

About ALDI U.S.

ALDI is one of America's fastest-growing retailers, serving millions of customers across the country each month. With more than 2,000 stores across 37 states, ALDI is on track to become the third-largest grocery retailer by store count by the end of 2022. When it comes to value, ALDI won't be beat on price. For 10 years running, ALDI has held the esteemed title of Value Leader among U.S. grocery stores according to the latest Market Force Information® U.S. Grocery Competitive Study,** and ALDI has been No. 1 for price, according to the Dunhumby Retailer Preference Index Report for four years running. Since 1976, ALDI has offered a unique shopping experience where customers Shop differentli® and never have to compromise on quality, selection or value. In fact, 1 in 3 ALDI-brand products are award-winning.* Customers can save time and money by conveniently shopping in-store or online at shop.aldi.us. 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. For more information about ALDI, visit aldi.us.

*As of January 2021, based on an audit of everyday, nationally distributed ALDI-exclusive branded products.

**According to annual surveys of U.S. consumers conducted 2011-18 and 2020 by Market Force Information.®

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