



Contact: Melisa Yunlu
312-988-2427
myunlu@webershandwick.com

ALDI Little Journey Products Earn the Good Housekeeping Seal
ALDI-Exclusive Baby Essentials Backed by “America’s Most Trusted Emblem”

BATAVIA, Ill., Sept. 17, 2019 — More than 50 ALDI-exclusive Little Journey baby and toddler essentials have earned the Good Housekeeping Seal, bringing the symbol of quality assurance and consumer protection to even more products at ALDI. Little Journey items with the Seal include a wide range of products from newborn diapers and wipes to gentle baby wash and organic puree pouches.

Since launching in 2016, the Little Journey line has continued to evolve. ALDI recently reformulated Little Journey diapers to improve comfort and breathability, and the diapers now have Ultra Dry Fit Protection that guarantees up to 12 hours of dryness. The brand’s organic veggie and fruit puree pouches are free from artificial colors and flavors and now feature clear packaging to give parents more confidence about what they’re feeding their children. The Good Housekeeping Seal has been considered the gold standard in helping to guide shoppers to quality products for 110 years. Earning the seal reinforces the premium quality of Little Journey essentials, knowing the products were evaluated and tested by the experts at the Good Housekeeping Institute.

“Parents shouldn’t have to sacrifice quality to save money, especially when it comes to products for their children,” said Joan Kavanaugh, ALDI Vice President of Corporate Buying. “We’re committed to offering the highest-quality products at ALDI, and we do so by rigorously testing all ALDI-exclusive items before they hit shelves. Earning this Good Housekeeping Seal is proof we’re delivering on that promise.”

“The ALDI Little Journey line proves you can get high-quality, ultra-reliable products at an affordable price, which is something we know parents care deeply about. This is also the kind of dependability consumers can trust when any product earns the Good Housekeeping Seal, now celebrating its 110th year,” said Laurie Jennings, Director of the Good Housekeeping Institute. “The Little Journey diapers fast absorbency and convenient wetness indicator impressed the fiber scientists in our Good Housekeeping Textiles Lab, while our on-staff registered dietitian really liked the simple, whole food ingredients on many of the food items. The chemists in the Health Beauty Environmental Sciences Lab were particularly wowed by the hydration efficacy of the Little Journey Body Lotion with Colloidal Oatmeal, which increased moisturization by 43% over six hours in Good Housekeeping lab evaluations.”

Little Journey items receiving the Good Housekeeping Seal add to an impressive list of recent awards and honors for ALDI, including earning the Seal for its *Never Any!* line of fresh, antibiotic-free meats and its liveGfree gluten-free brand in 2018. In fact, 1 in 5 ALDI-exclusive products are award-winning.*

For more information on the Little Journey 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 1,900 U.S. stores in 36 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, and these products meet or exceed national name brands on taste and quality. Among our ALDI-exclusive products, 1 in 5 is award-winning.* 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.

*As of 5/3/2019, based on an audit of everyday, nationally distributed ALDI-exclusive branded products

**According to annual surveys of U.S. consumers conducted from 2011 to 2018 by Market Force Information®

About Good Housekeeping

Celebrating 134 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, a leading global, diversified media, information and services company. Hearst attracts more readers of monthly magazines than any other publisher. Hearst Magazines' print and digital assets reach 155 million readers and site visitors each month—two-thirds of all millennials, and over 80% of Gen Z and millennial women in the country (source: 2019 comScore/MRI 11-18/S18). With more than 25 brands in the U.S., the company publishes over 300 editions and 245 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.