



ALDI Doubles Down on Summer Savings to Put \$100 Million Back into Customers' Wallets
From picnic necessities and BBQ essentials to travel-ready snacks and better-for-you foods, ALDI reduces already low prices on 250+ summer essentials

BATAVIA, Ill., May 2, 2024 – As shoppers continue to feel sticker shock at the checkout amid stubborn inflation, ALDI, one of America’s fastest-growing grocers, is planning to pass along \$100 million in savings through Labor Day by further dropping its everyday low prices on more than 250 items. The price drop will nearly double savings from last year, building on the grocer’s [announcement last May](#) reducing prices on products to save shoppers more than \$60 million.

“ALDI is always looking for ways to help customers save money, but with more experts warning of persistent inflation, the time was right to deliver *even greater* discounts on our already low prices for the second year in a row,” said Dave Rinaldo, President at ALDI U.S. “We don’t want food prices to hold people back from getting together with friends and family or spending time outdoors this season.”

This summer, ALDI is reducing costs on already low-priced seasonal must-haves including picnic necessities, BBQ essentials, travel-ready snacks and better-for-you foods. With its unique business model and strategies such as its quarter cart system, displaying products in the boxes they arrive in and even its smaller store footprint, ALDI operates more efficiently and can pass on savings to customers.

The quicker, easier and more enjoyable shopping experience keeps millions of customers visiting ALDI aisles for high-quality, low-cost groceries every day. This increasing customer demand is driving ALDI growth, so much so that ALDI plans to add 800 stores across the U.S. over the next five years to bring even more communities great products at the lowest possible prices.

This summer’s price reductions include:

Better-for-You Foods		
Simply Nature: Chia Seeds <i>A protein-packed, plant-based addition to smoothies, salads and more.</i>	NOW: \$4.89	Was: \$5.45
Simply Nature: Organic Avocado Oil <i>A 2023 ALDI Fan Favorite winner.</i>	NOW: \$5.49	Was: \$5.65
Season’s Choice: Frozen Blueberries 24oz <i>Unsweetened and great for smoothies.</i>	NOW: \$3.59	Was: \$3.99
Simply Nature: Organic Pinto/Kidney Beans <i>An excellent source of fiber, non-GMO and USDA-certified organic.</i>	NOW: \$0.99	Was: \$1.16
Picnic Necessities		
Specially Selected: French Baguette	NOW: \$1.49	Was: \$1.59

Fresh, flaky traditional French baguettes are perfect for sandwiches or pairing with spreads.		
Specially Selected: Macarons <i>With a variety of fruit-inspired flavors, this selection of French cookies is a sweet addition to a picnic.</i>	NOW: \$4.19	Was: \$4.59
Vitalife: Assorted Kombucha <i>Great for your gut and comes in refreshing flavor varieties.</i>	NOW: \$2.29	Was: \$2.39
Simms: Summer Sausage <i>High quality snackable meat.</i>	NOW: \$4.19	Was: \$4.49
Emporium Selection: Cracker Cuts <i>A delicious add to any charcuterie plate.</i>	NOW: \$2.69	Was: \$2.89
Travel-Ready Snacks		
Simply Nature: Organic Granola Bars <i>Enjoy this on-the-go snack with no hydrogenated oils, artificial flavors or preservatives.</i>	NOW: \$3.49	Was: \$3.99
Benton's: Cookie Thins <i>A light, crispy sweet treat for kids of all ages.</i>	NOW: \$2.69	Was: \$2.99
Southern Grove: Dried Cranberries 6oz <i>Make your own trail mix with perfectly tart raisins.</i>	NOW: \$1.75	Was: \$1.95
Southern Grove: Sunflower Kernels 16oz <i>Bring them along to your summer sporting events or sprinkle on salads.</i>	NOW: \$2.79	Was: \$3.39
Southern Grove: Dried Mediterranean Apricots <i>A sweet, satisfying snack to throw in your bag for all your summer destinations.</i>	NOW: \$2.99	Was: \$3.39
BBQ Essentials		
USDA Choice Black Angus Sirloin Steak* <i>Is our steak the star of your show? We'll let the flavor speak for itself.</i>	NOW: \$6.99	Was: \$8.49
Family Pack Chicken Breast* <i>Experiment with flavors to make it BBQ, Nashville Hot or something else entirely.</i>	NOW: \$2.19	Was: \$2.49
Burman's: Steak Sauce <i>Even the juiciest of steaks can use some sauce.</i>	NOW: \$1.89	Was: \$1.99
Season's Choice: Frozen French Fries 32oz <i>Warm up the oven! Potatoes cut fresh and frozen for your convenience.</i>	NOW: \$2.49	Was: \$2.79
Park Street Deli: Pulled Pork/Pulled Chicken <i>A summertime protein staple.</i>	NOW: \$6.99	Was: \$7.49

*Reduced through 7/10/2024

About ALDI U.S.

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 seven years running, ALDI has been recognized by the dunnhumby Retailer Preference Index as #1 in Everyday Low Price.* 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® ©2024 Retailer Preference Index.*

***According to Progressive Grocer's 2024 and 2023 Top 10 Most Sustainable Grocers lists.*

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