Grocer to dare shoppers to compare savings, average family to save nearly $2,000 annually

Batavia, Ill. (July 15, 2010) – Starting Monday, select assortment discount grocer, ALDI, will boldly launch a "one week challenge," daring consumers to shop ALDI for one week and compare the cart-to-cart savings to their typical weekly shopping bill. The new campaign comes with its own reward for shoppers: a family of four can save approximately $1,996.80 per year – each year – compared to traditional supermarkets' store brands, or $998.40 compared to big box store brands.

"Everything we do is designed with one goal in mind – to help our customers stretch their grocery dollars," said Joan Kavanaugh, ALDI vice president of corporate purchasing. "Competitors may offer specials or sales on an item here or there, but cart-to-cart, no one matches the quality and value ALDI offers everyday."

Known for offering high quality grocery items, fresh meats and produce at up to 50 percent less than the competition, customers can expect to find more than 1,400 of the most frequently purchased items sold under its exclusive select brands.

The grocer's streamlined, efficient approach eliminates hidden costs (such as in-store banking, pharmacies, bagging clerks, check cashing, photo processing or other non-essential grocery

store services), and passes on the savings to customers in the form of lower prices.

ALDI stores' efficient layout makes it easy for shoppers to get in, get out and get on with their day, and the smaller store footprint uses less land and utilities, all helping keep prices low on the high quality items offered every day.

"We know that anyone who shops ALDI will save money, but there's nothing like seeing those receipts for yourself and feeling the satisfaction of having more money left in your pocket," said Kavanaugh.

Quality, taste and satisfaction are always double guaranteed at ALDI. If for any reason a shopper is not 100% satisfied with any product, ALDI will replace the product and refund the money.

[Note: Estimated savings based on the average $416 monthly grocery shopping bill for a family of four, according to Consumer Reports, 2009. ALDI prices are typically 30 to 40 percent less than store brands at traditional supermarkets and 15 to 20 percent less than big box store brands.]

About ALDI Inc.

A leader in the grocery retailing industry since 1976, ALDI has more than 1,100 U.S. stores located in 31 states primarily from Kansas to the East Coast. In the spring of 2010, ALDI opened a new division in the Dallas/Ft. Worth area. A select assortment discount grocer featuring its own ALDI select brands, ALDI applies smart and efficient operational and business practices to save more than 20 million monthly customers up to 50 percent on their grocery bill. ALDI, named 2009 Retailer of the Year by PL Buyer, sells more than 1,400 of the most frequently purchased grocery and household items in manageable, non-bulk packaging. For more information about ALDI, go to www.aldi.us .

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