

Aldi

Press Information

WEBER SHANDWICK



ALDI FAST FACTS

- Aldi is a leading global retailer and one of the world's largest privately owned companies with over 7,500 stores.
- Aldi was founded by two German brothers, Karl and Theo Albrecht in 1946. They named their company Albrecht Discount or ALDI for short.
- The first Aldi store in the UK opened in Birmingham in 1990.
- Aldi stocks only 1,000 lines with minimal or no duplication of products to remove the extra costs related to buying, supplying and product development.
- Aldi aims to offer the best quality products at value prices by simplifying the shopping experience and stripping out unnecessary costs.
- Aldi is committed to local sourcing, and up to 60% of its fruit and vegetables are sourced locally where possible. This varies depending on seasonality and region.
- Every Sunday and Thursday Aldi brings out a range of exclusive non-food 'special buys' which offer great value. They have limited numbers and are sold on a first come, first served basis.
- Every week, Aldi print over one million leaflets to tell people about the special offers in store.
- Aldi is ranked the highest retailer, at No 8, in The Times Top 100 Graduate Employers 2007.
- Aldi is currently investing £1.5 billion in the UK over the next five years.
- Aldi has won a number of industry awards including Own Label Range of The Year for The Fishmonger range at The Grocer Gold awards 2008 and the Gold Q award for the Specially Selected Italian Stone Baked Pizza Romagna as well awards in the bread and frozen food categories at the Quality Food awards 2007.
- Aldi has a long term partnership with TV chef Phil Vickery, who is developing a range of recipes and advising Aldi on its product range.

To locate your nearest store call 08705 134262 or visit www.aldi.co.uk

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HOW ALDI OFFERS THE BEST VALUE FOR MONEY

PRODUCTS

- Aldi stocks around 1,000 lines with minimal or no duplication of products. For example Aldi will stock only one mayonnaise instead of ten. This removes the extra costs related to buying, supplying and product development, which are added to the cost of product prices by many retailers.
- Very occasionally when the own label product doesn't meet Aldi's high standards, the retailer offers the branded product. For example, Hovis Best of Both, Marmite and Branston Pickle. The product will always be priced very competitively.
- Aldi has no service counters such as, deli counters, bakeries, butchers and fishmongers, so doesn't have the associated costs.
- Bread and morning goods are bought locally and delivered into stores fresh everyday from local bakers.
- The simplicity and efficiency of pre-packing quality foods, such as cheese and meats, keeps prices low.
- One in seven of Aldi's products is award winning.

BUYING POWER

- Aldi has a UK buying team that sources own brand products solely for Aldi stores unlike many discount retailers.
- Products are sourced to high quality standards and are often from the same suppliers as other leading UK supermarkets. This sourcing process means they not only match the quality of leading brands but are also significantly cheaper.
- As a global retailer, Aldi has considerable buying power and can secure great deals on a diverse range of food and non-food products.

SHOPPING EXPERIENCE

- Aldi stores are a standard size and layout adding to efficiency.
- The shopping environment at Aldi is simple, clean and highly functional removing unnecessary costs which would be transferred to the customer.
- Products are stacked on pallets or in the boxes they arrived in, which cuts out the associated shelf stacking costs.
- Aldi is a self-service retailer. Customers unload their items at the checkout and pack their own bags. There are no additional costs for bag packers and trolley collectors.
- No music is played in store. To cut costs, Aldi stores do not buy music licences. These savings are transferred to the products in store.
- Customers buy carrier bags. Many retailers add the cost of free carrier bags onto the prices paid for products, so customers pay for them indirectly whether they use them or not. Charging for carrier bags encourages their re-use, delivering benefits to the environment.

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COMPANY INFORMATION

HISTORY

- Aldi was founded by two German brothers, Karl and Theo Albrecht.
- They named their company Albrecht Discount or ALDI for short.
- In 1960 the two brothers split the company into Aldi Nord and Aldi Sud.
- Aldi Nord is responsible for the markets in Belgium, the Netherlands, Luxembourg, France, Spain, Portugal, Denmark and Poland.
- Aldi Sud is responsible for the markets in Austria, the United Kingdom, Ireland, the United States, Australia, Switzerland, Slovenia, Hungary and Greece.
- The company is still privately owned by the Albrecht family.

UK MARKET

- The first Aldi store opened in the UK in Birmingham in 1990.
- Aldi employs 3,700 people in the UK.
- Aldi currently holds 3% of the UK grocery market (TNS).

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Notes to Editor

Aldi offers its customers the best quality products at affordable prices, up to 20%-30% cheaper than all other supermarkets, by simplifying the shopping experience and stripping out unnecessary costs.

Aldi's market share currently stands at 3 per cent (source: TNS Worldpanel)

Recent award wins and accolades for Aldi include:

- Which? Best Supermarket 2009 (June 2009)
- Winner of The Grocer Gold Awards - 'The Grocer Of The Year' and 'Discounter Of The Year' (June 2009)
- Aldi was placed in the top three grocers and named 7th out of 96 retailers in the UK's biggest survey of high street shops by Which? (January 2009)
- Grocer Own Label Excellence Awards 2009
Winner The Fishmonger Sole Goujons (Lime & Chilli)
Winner Cheese Emporium Wensleydale with Cranberries,
Highly Commended Specially Selected Tarte Fin Marinated Vegetable Pizza
Highly Commended Cheese Emporium Double Gloucester Onion and Chives
- International Wine Challenge 2009
14 awards including Silver for Cantina di Merlara Valpolicella Ripasso
- International Wine and Spirit Competition 2009
11 awards including Silver Best in Class for Philippe Michel Cremant du Jura Sparkling Chardonnay
- Product of the Year 2009
Winner Luxury Food Category
Moser Roth Finest Milk Chocolate Truffles
- Mother and Baby Awards 2008/09
Silver winner
Best Baby Wipes / Mamia Baby Wipes
- International Wine and Spirit Competition 2008
Gold spirit winner
Louis Royer Distillerie Les Magnolias Grande Champagne Cognac Tres Vieux
- Aldi came 8th in Times top 100 graduate employees.

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