



ALDI Stores
(A Limited Partnership)
1 Sargents Road
Minchinbury NSW 2077

Media Release

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ALDI ACKNOWLEDGED FOR INNOVATION AND EXCELLENCE IN FOOD, DRINK AND GROCERY

ALDI is proud to be awarded the title of 2009 Australian Retail Innovation of the Year by the Australian Retailers Association at the Australian Retail Awards last night.

The 2009 Australian Retail Innovation of the Year accolade follows the category award in June of 2009 Australian Retailer of the Year – Food, drink and grocery. Michael Kloeters, Group Managing Director ALDI Stores says being recognized for bringing innovation to the market place was an honour and reflected the effort that has gone into establishing ALDI in Australia.

“In just eight years we have grown to 206 stores along the east coast of Australia and we are one of Australia’s top ten retailers,” he says.

“In that time we have influenced grocery prices, improved the perception and quality of private label goods with our own exclusive brands philosophy and introduced a number of market leading initiatives never before seen in Australia.

“Our efficient business model enables us to keep costs to a minimum, so we can offer our exclusive brands at permanently low prices without compromising on quality.

“Our exclusive brands philosophy was a new concept when we first launched in Australia; since then, the private label sector has grown as consumers embrace the convenience, quality and cost savings of the ALDI shopping experience.

“We were the first grocery retailer to introduce unit pricing so that customers can easily compare product and pack sizes, and we are still the only grocery retailer to have national pricing – the same price in every store, every day of the year.

“Our people are our greatest asset, and we consistently offer above Award payment terms and conditions, including being the first grocery retailer to offer paid maternity leave to all employees,” says Mr Kloeters.

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