



ALDI Stores
(A Limited Partnership)
1 Sargents Road
Minchinbury NSW 2770

Media Release

Thursday 14 October 2010

1 in 3 of ALDI's everyday prices just got lower

ALDI is bucking the trend of rising household costs and has reduced the price of 1 in 3 of its everyday range of products in the past 12 months, delivering even further savings on its already low prices.

Some of the price reductions are as follows:

- Mamia newborn nappies (28 pack) were \$6.99, now **\$4.99** (18 cents per nappy)
- Farmdale full cream, light and skim long life milk (1Litre) was \$1.08, now **99¢**
- Be Light Flakes (425g) were \$4.99, now **\$3.99**
- Flying Power Energy Drink (250ml) was \$1.29, now **99c**
- Tricare Liquid Soap (250ml) was \$1.99, now **\$1.69**

Stefan Kopp, ALDI Managing Director – Buying, says with rising energy costs¹, looming interest rate rises and the prediction that food costs will double in the next decade², ALDI is providing refuge for Australian consumers..

“ALDI is about smarter shopping. We’re committed to delivering value to consumers and focused on offering permanently low prices, 365 days a year. Why should families pay more?” he says.

“Everything we do is designed with one goal in mind - to offer top quality products at incredibly low prices - and so we are pleased to say that one in three of our everyday grocery range now costs even less than it did a year ago.

ALDI is the only supermarket to have a policy of the same low everyday price at every store.

“All of our everyday range of products are listed online so shoppers can create their shopping list and see exactly what it will cost them before they leave home; this is just one of the ways we help customers save money,” says Mr Kopp.

ALDI's presence in the market has positively influenced grocery pricing in Australia as recognised by the ACCC³ and CHOICE⁴.

For further information, please contact:

Libby Hay
ALDI
M: 0419 326 150
libby.hay@baldwinboyle.com.au

Zara D'Cotta
ALDI
M: 0412 872 180
zara.dcotta@baldwinboyle.com.au

¹October 2010 'Electricity prices sky rocket around Australia' media release, Julie Novak, Institute of Public Affairs

²27/09/10 Geoffrey Lawrence, Global Food Futures Forum, Brisbane.

³31/07/08 ACCC Grocery Inquiry

⁴November 2009 CHOICE Supermarket Survey.