



27 October 2010

ALDI first to launch carbon footprint label

ALDI, in conjunction with Planet Ark, will officially launch their everyday olive oil range featuring a Carbon Reduction Label on Wednesday 27 October 2010.

ALDI is the first company to join the Planet Ark Carbon Reduction Label program in Australia. In addition, ALDI's olive oils are the first in the world to be certified by the Carbon Trust.

The Carbon Reduction Label aims to provide customers with information about the environmental impact of their purchasing decisions so they can become smarter shoppers.

Stefan Kopp, ALDI Managing Director - Buying, says the Carbon Reduction Label will help customers understand how they can reduce their own carbon footprint and fight climate change in Australia.

"Our every day olive oil range of products has undergone a comprehensive assessment to determine the total carbon footprint, which encompasses all the life-cycle stages, from raw materials and manufacturing, right through to disposal or recycling of packaging," he says.

"The Carbon Reduction Label comprises a footprint logo, easily identifiable and recognisable by the customer, and the total carbon footprint of the product, which is displayed on a per 100ml basis for ease of comparison.

"ALDI is proud to offer customers a product that is not only good for the environment, but also of exceptional quality. Our olive oil is blind tasted and tested to ensure that it is equivalent to, or better than, market leading brands."

Mr Kopp says there will be no additional cost passed on to the consumer as a result of being part of this initiative.

"Indeed, in time it is expected that the analysis of the supply chain as part of this focus may reap cost benefits for both suppliers and customers," he says.

By adopting the Carbon Reduction Label, ALDI joins an international list of major businesses committed to reducing the greenhouse gas emissions of products.

"At ALDI, we believe it makes good business sense to protect and promote the environment in everything we do and the Carbon Reduction Label will help us achieve this," says Mr Kopp.

ALDI has committed to reducing the carbon footprint of its everyday olive oil range within two years of the label appearing on the range.

ENDS

For further information, please contact:

Zara D'Cotta

ALDI

Ph: 0412 872 180

zara.dcotta@aldwinboyle.com.au