



ALDI Stores  
(A Limited Partnership)  
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## Media Release

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### **ANOTHER ALDI FIRST WITH NATIONAL PRICING**

ALDI Stores continues to lead the way in Australian grocery retailing, by today announcing it is the first supermarket retailer in Australia to pioneer the introduction of National Pricing to all of its stores.

The introduction of National Pricing will ensure a product is the same price at any ALDI store regardless of store location.

National pricing follows last year's innovation by ALDI as the first Australian grocery retailer to display unit prices on all products in store.

Group Managing Director of ALDI Stores, Michael Kloeters, said customers were tired of paying different prices because of where they live.

"National Pricing is another, new customer-friendly initiative aimed at providing greater trust and price transparency for consumers.

"Its introduction smashes the myth perpetuated by some supermarket retailers that customers should pay more because of where they live," he said.

In a recent survey commissioned by ALDI and conducted by independent researchers, eight out of ten respondents thought it unfair that supermarkets charge different prices at different stores, depending on where the store is located.

"Customers should be able to shop with certainty - certainty they're not being geographically discriminated against, and certainty their chosen retailer has a consistent pricing structure in place.

"All consumers should be able to buy brand quality products at the same everyday low prices regardless of where they live," Mr Kloeters said.

National Pricing will apply to ALDI's full grocery range excluding fresh fruit and vegetables and regional bakery lines.

Mr Kloeters said no prices would rise with the introduction of National Pricing.

"We want to give shoppers peace of mind that what they purchase in ALDI Bundaberg is the same price in ALDI Ballarat or any one of our interstate stores for that matter."

Mr Kloeters expected customers in regional areas to be particularly pleased with the change.

"People in regional areas are often held to ransom by fluctuating grocery prices and are bound by lack of choice," Mr Kloeters said.

"ALDI led the way with unit pricing and we expect our smarter shopping message to be reinforced again, this time with National Pricing.

"Customers can shop with certainty at ALDI Stores," Mr Kloeters said.

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