



ALDI Stores
(A Limited Partnership)
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Media Release

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REPORT CONFIRMS ALDI'S PRESENCE BRINGS PRICES DOWN

ALDI today welcomed the report of the Australian Competition and Consumer Commission (ACCC) inquiry into the competitiveness of retail prices for standard groceries.

Michael Kloeters, Managing Director of ALDI Stores said the recommendations contained in the report would create a level playing field in the retail grocery market and benefit consumers.

"The ACCC's findings confirm that ALDI has changed the face of supermarket retailing in Australia by offering its exclusive brands at a considerable discount to leading household brands.

"The report acknowledges the role ALDI has played in driving vigorous price competition and confirms that ALDI's entry to the market has forced other retailers to reduce prices to levels not seen before.

"This means that even if consumers do not shop at ALDI, they benefit from lower prices from ALDI being in their neighbourhood.

"We believe the mandatory unit pricing regime recommended by the ACCC will make it easier for consumers to compare the value between different brands and package sizes across stores. We are the only retailer in Australia to have implemented unit pricing and we look forward to working with the ACCC to rollout a consistent system nationwide," Mr Kloeters said.

"We are strong advocates of providing greater price transparency to consumers and we look forward to the launch of Grocery Choice. We have always maintained that to achieve a like-for-like comparison, ALDI's exclusive brands must be compared with other leading brands and not the house brands of the other retailers.

Mr Kloeters also added that ALDI would have liked to see the recommendations on restrictive leases go further. "We have always said that for a truly competitive market, existing restrictive leases need to be undone and the practice needs to be banned," he said. "We will seek further clarification from the ACCC on how we can assist in its further investigations in this area."

"We were pleased that local planning laws were recognised to have a potentially anti-competitive effect. ALDI has consistently maintained how important it is for local councils to consider competition issues when making decisions around new supermarket developments."

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