



ALDI Stores
(A Limited Partnership)
1 Sargents Road
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Media Release

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GO ONLINE AND ADD UP THE SAVINGS AT ALDI

ALDI has just increased price transparency even further. You can now add up the savings you can make by shopping at ALDI using a new online tool launched by the grocery retailer.

By visiting www.aldi.com.au shoppers can access all of ALDI's grocery prices, which are the same for all stores across the country.

Shoppers are able to build their own personalised shopping list from ALDI's entire range of exclusively branded products.

Group Managing Director Michael Kloeters said shoppers would also be able to see exactly what their weekly shop would cost at ALDI and compare it to what they have paid at other stores.

"We like to keep things simple. The prices on the site are exactly as they are in every store - there are no hidden costs, just our everyday low prices," he said.

"We are so confident of our offer that we have listed the prices for everything so shoppers can see for themselves why we have been found to be Australia's best value supermarket."

The Government's recent *GroceryChoice* study found ALDI to be 25 per cent cheaper than other leading supermarkets for a comparable basket of goods.

Mr Kloeters said the online shopping list from ALDI would give people tangible proof of the savings they can make by switching to ALDI.

"Shoppers can print out their personalised shopping list and take it with them, or email it to a friend which will be useful for people who are unable to get to the supermarket and require someone else to do their shopping," he said.

The online shopping list follows a series of initiatives by ALDI to provide shoppers with as much information as possible to help them save money. ALDI was the first supermarket to introduce unit pricing and has a policy of having the same low prices in all of its 174 stores across Australia.

"The online shopping list is a further demonstration of our commitment to trust and transparency in the marketplace," said Mr Kloeters.

Please go to www.aldi.com.au to view ALDI's new online shopping tool and to build your own personal shopping list.

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