



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

Media Release

Wednesday 18 March 2009

ALDI SET TO LAUNCH FIRST PRIVATE LABEL CERTIFIED SUSTAINABLE SEAFOOD IN AUSTRALIA

To coincide with Sustainable Seafood Day this Friday, ALDI Stores has launched the first private label certified sustainable seafood product in Australia and announced that it will stock a wide range of Marine Stewardship Council (MSC) certified sustainable seafood in all stores from July 2009.

Michael Kloeters, ALDI Managing Director, said that sustainable food was high on ALDI's agenda.

"We are committed to offering our customers a range of sustainable food choices across all categories, starting with our seafood range," he said. "Our sustainable seafood range is of the highest quality and the prices will represent exceptional value."

The first product in ALDI's certified sustainable seafood range – Ocean Rise Medium Red Salmon - is available from Thursday as a limited introductory offer in all stores while stocks last. It will be followed by a range of another ten MSC certified sustainable frozen and canned fish products in stores from July 2009.

The Marine Stewardship Council (MSC) certification process follows stringent, ongoing, third party evaluations of a fishery's sustainability. Seafood products certified by the MSC as having been caught sustainably carry its distinctive blue tick eco-label to help consumers make more sustainable shopping choices.

MSC's Asia Pacific Commercial Manager Patrick Caleo said that ALDI's commitment to sustainable seafood was a boost for sustainable seafood in Australia.

"Now that we have private label sustainable seafood available to Australian consumers, many more people will become aware that there are certified sustainable options out there," he said. "It will also encourage more fisheries to seek MSC certification."

ALDI's range of MSC certified sustainable seafood will include: frozen fish fillets with skin on and skin off, canned pink salmon, canned red salmon, canned flavoured salmon fillets, canned herring fillets and canned hand caught tuna.

The sustainable range will be in addition to ALDI's regular range of Ocean Rise, Viking and Portview fish products.

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****Photo attached for media use***

For media enquiries contact:

Kate Gittings
ALDI Media
Ph: (03) 8631 1415 M: (0412) 872 180
Email: kate.gittings@baldwinboyle.com.au