



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

ALDI TAKES INDUSTRY LEAD TO REMOVE ARTIFICIAL FOOD COLOURINGS FROM ALL PRODUCTS

ALDI today announced it is reformulating all its exclusive branded food items to remove the six food colours which have been proven to cause hyperactivity in children. The process will be completed by the end of 2009.

A recent study by researchers at the University of Southampton clearly demonstrated increased levels of hyperactivity in young children consuming some artificial food colours.**

The United Kingdom has since called for a voluntary ban on the six food colours identified in the study, while many European manufacturers have already begun the process of reformulating food products containing these artificial colours.

Michael Kloeters, Group Managing Director ALDI Stores, said ALDI was taking a proactive approach based on findings in the Southampton study.

"We chose not to wait for it to be legislated in Australia as we believe the findings are enough to demonstrate it is the right thing to do," he said.

"We are reformulating all ALDI foods containing these six food colours and either replacing with natural alternatives, or not adding anything at all.

"Parents can be reassured they are lowering the risk of adverse reactions in their children if they are buying ALDI products."

Consumers should look out for labels that state 'no artificial colours' on the reformulated food products.

The six food colours ALDI is replacing with natural colours are:

- Tartrazine (102) – may cause hyperactivity, linked to allergic reactions and migraine
- Quinoline Yellow (104) – may cause hyperactivity, linked to rashes
- Sunset Yellow (110) – may cause hyperactivity, linked to stomach upsets and swelling of skin
- Carmoisine (122) – may cause hyperactivity and is alleged to cause water retention in those allergic to aspirin
- Ponceau (124) – may cause hyperactivity and is believed to cause problems for asthmatics
- Allura Red (129) – may cause hyperactivity; may bring on allergic reactions

"We are in the process of removing, wherever possible, a further eight artificial food colours used in Australian food manufacturing, as well as a number of preservatives which have been identified as 'undesirable'," Mr Kloeters said.

"These are just an example of the many initiatives we have underway to ensure the highest quality of our products.

"We work closely with our suppliers, and all our products undergo rigorous testing to ensure the quality is as good as, if not better than, leading brands."

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** Reference:

The Southampton Study

http://www.soton.ac.uk/mediacentre/news/2007/sep/07_99.shtml

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