



Media Release

30 August 2017

Western Australians get first taste of ALDI's unbeatable liquor offering

Today, ALDI Australia has introduced their liquor offering to Western Australia, rolling out its award-winning range to five stores at South Lake, Butler, Harrisdale, Joondalup and Wattle Grove.

Western Australian shoppers now have access to almost 100 of ALDI's everyday liquor products, including 63 Wines, 12 Beers, 5 Ciders, 8 Spirits and 5 Ready To Drinks.

"Like our grocery offer, ALDI's liquor range is focused, ensuring that we offer great value and exceptional quality," said Jason Bowyer, ALDI Australia's Wine & Sparkling Buyer. "Since establishing in WA more than a year ago, customers have spoken loudly about their desire for us to bring our popular liquor offering to the West."

"ALDI partners with a number of high calibre international and Australian wine suppliers, who each share our passion for quality. We have built strong relationships with these suppliers, who are committed to ensuring that our wine products offer great value at their respective price points."

Among ALDI's Liquor suppliers are well-known Western Australian wineries, who have supplied products to ALDI under its exclusive brands for many years. Locally produced wines from ALDI's everyday range include:

- Blackstone Paddock Margaret River Cabernet Sauvignon 2015 - \$17.99
- Blackstone Paddock Margaret River Limited Release Chardonnay 2016 - \$14.99 (Available from October 2017)
- A.C. Byrne & Co Margaret River Semillon Sauvignon Blanc 2016 - \$7.99
- A.C. Byrne & Co Margaret River Chardonnay 2016 - \$9.99
- A.C. Byrne & Co Margaret River Cabernet Merlot 2015 - \$9.99

ALDI works closely with their suppliers to develop its exclusive brand liquor products, which are not available on the shelves of any other retailer. In 2016 alone, the ALDI Liquor range received more than 120 awards, often beating market leading brands on both price and quality. ALDI's Monsigny Brut Champagne (\$19.99) is one of the top 10 best-selling French Champagnes in Australia and ALDI's One Road South Australian Shiraz 2015 (\$6.99) recently won Best Value Shiraz under \$20 at the 2017 Melbourne International Wine Competition.

"ALDI works hard to ensure that our exclusive branded products offer the best value and quality in the market. All products are carefully selected and made to very specific specifications. For example, a \$10 bottle of wine is benchmarked to drink like a \$20-25 bottle of wine elsewhere and we are consistently aiming to deliver on this formula," Mr Bowyer said.

"We are convinced that once shoppers try ALDI liquor they'll be convinced of the quality of our handpicked selection. Just like our grocery range."

For further information, product samples or photo opportunities, please contact:

ALDI Media | Creation PR | 02 9994 4437 | ALDI@creation.io



Media Release

30 August 2017

While ALDI has the lowest prices in Australia, that doesn't mean they skimp on quality. ALDI has over 500 award-winning products in store every day and has won more customer satisfaction awards than any other supermarket*. Some of ALDI's most popular liquor award-winners include:

- Monsigny Brut Champagne \$19.99
- Neve Marlborough Sauvignon Blanc \$5.99
- Tudor Central Victorian Shiraz \$12.99
- Blackstone Paddock The Player Barossa Shiraz \$12.99
- Rivet Lager 330ml 24pk cans \$25.99
- Storm Super Dry 330ml bottles available in a 24pk at \$34.99 or 6pk at \$8.99
- Highland Earl Blended Scotch Whisky 700ml \$27.99
- Highland Black 8YO Scotch Whisky 700ml \$34.99

ALDI began to offer liquor in their Victorian stores in 2003 and since this date, its liquor offering has become a familiar and convenient part of a standard household shop in most stores across NSW, VIC and the ACT. ALDI's goal is to bring this same convenience, efficient and high quality liquor range to shoppers in Western Australia.

*Winner of Canstar's Most Satisfied Customers award in 2011, 2012, 2014, 2015 and 2016, Roy Morgan Supermarket of the Year in 2011, 2012, 2014, 2016 and 2016 Australian Retailer of the Year.

For further information, product samples or photo opportunities, please contact:

ALDI Media | Creation PR | 02 9994 4437 | ALDI@creation.io