



**For Immediate Release**

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**ALDI Continues to Expand in Texas Opening State's 100th Store in Fulshear July 6**

*Fourth Largest Grocer in Texas to Invest Nearly \$34 Million in Houston Area to Remodel Local stores*

**Fulshear, Texas – June 20, 2017** – On Thursday, July 6, ALDI, one of America's favorite grocery stores\*, will open the doors to its 100<sup>th</sup> store in Texas. The newest ALDI store, located at 5840 FM 1463 Road in Fulshear, will offer Texas residents a fresh, new shopping experience. With more than 1,600 stores in 35 states, serving more than 40 million customers each month, ALDI is known for high-quality groceries at incredibly low prices.

To celebrate the opening of its first Fulshear location and the 100<sup>th</sup> store in Texas, ALDI will host a ribbon-cutting ceremony at 8:25 a.m. on Thursday, July 6. The media and public are invited to attend. Following the ceremony, the first 100 customers will receive a golden ticket, each containing ALDI gift cards of various amounts. Customers also can tour the store, sample ALDI exclusive brand products, including Texas favorites Blue Bell ice cream, Holmes Smokehouse sausage and Mission tortillas and enter an on-site sweepstakes for a chance to win a year's supply of ALDI produce. ALDI offers a wide variety of fresh fruits and vegetables, including several organic varieties.

"We're thrilled to have hit 100 stores in Texas and really appreciate the warm reception we've received since first coming to the Lone Star state in 2010. With the opening of our 100<sup>th</sup> store in Fulshear, we're able to offer even more Texans the unmatched ALDI shopping experience: high-quality groceries at a savings of up to 50 percent every day," said Karla Waddleton, Rosenberg division vice president for ALDI. "Our stores are simple to navigate, so it's easy for shoppers to get in, get what they need and continue on with their day knowing they left with a shopping cart full of groceries that fit their lifestyle and save them money."

Thanks to input from customers, the Fulshear store presents a new look, offering a modern and convenient shopping experience. Customers will notice expanded sections for their favorite products, a robust fresh produce selection, brighter colors, high ceilings, natural lighting and environmentally-friendly building materials – such as recycled materials, energy-saving refrigeration and LED lighting. ALDI stores also feature a simple-to-navigate layout, easy-to-spot signage and prominent product prices.

ALDI currently has 33 stores in the Houston market and will invest nearly \$34 million in the market, with plans to remodel 24 existing stores by 2018. The remodel initiative is a part of a \$1.6 billion nationwide plan to remodel and expand more than 1,300 ALDI stores by 2020.

ALDI is proud to offer a wide range of premium groceries at prices up to 50 percent\*\* less than the competitors. Beyond staples such as bread, dairy and a variety of fresh produce, ALDI offers a growing organic selection, USDA Choice meats, the liveGfree gluten-free product line and better-for-you options, including the SimplyNature line of products free from over 125 artificial ingredients and preservatives and the Never Any! line of meats free from antibiotics, added hormones and animal by-products. To better serve customers and their growing families, ALDI now carries a full line of baby products, Little Journey, which offers customers award-winning diapers, wipes, training pants, formula, organic food and snacks.



All ALDI exclusive brand food products are free of added MSG, certified synthetic colors and partially hydrogenated oils, and since more than 90 percent of the products available are under ALDI exclusive brands, customers can feel good about the food they buy at ALDI. Plus, ALDI ensures its exclusive brands meet or exceed the national brands on taste and quality by conducting rigorous testing on all products. ALDI stands behind this quality with a Double Guarantee: If for any reason a customer doesn't like an ALDI exclusive brand food, ALDI will give them their money back *and* replace the product.

In addition, ALDI continues to provide ALDI Finds: premium food and household products that are only in stores for a limited time. ALDI Finds vary week to week and themes usually match the season. Information can be found on [aldi.us](http://aldi.us) and in weekly ALDI ads.

ALDI saves customers money by cutting overhead costs through smart practices, such as a cart rental system: ALDI shoppers insert a quarter to release a cart from the corral and receive the quarter back upon the cart's return. Other cost-saving practices include a smaller store footprint, open carton displays and encouraging customers to bring their own shopping bags. ALDI also saves shoppers money by keeping stores open during prime shopping times. The new Fulshear location will be open from 9 a.m. to 9 p.m. Monday through Sunday. All ALDI stores nationwide accept Visa, MasterCard, Discover and American Express.

ALDI is in the midst of an accelerated growth plan, and by the end of 2018, there will be nearly 2,000 ALDI stores serving 45 million customers each month from coast to coast. As an employer of choice, ALDI offers employees generous wages and benefits that are higher than the national average for the retail industry. Part-time staff working at least 25 hours per week receive full health insurance benefits and dental coverage, and all ALDI employees are invited to participate in the 401(k) program.

**About ALDI Inc.**

*A leader in the grocery retailing industry, ALDI operates more than 1,600 US stores in 35 states. More than 40 million customers each month save up to 50 percent\*\* on their grocery bills, benefiting from the ALDI simple and streamlined approach to retailing. ALDI sells the most frequently purchased grocery and household items, primarily under its exclusive brands, which must meet or exceed the national name brands on taste and quality. ALDI is so confident in the quality of its products, the company offers a Double Guarantee: If for any reason a customer is not 100 percent satisfied with any ALDI food product, ALDI will gladly replace the product and refund the purchase price. ALDI was honored with the 2015 Supermarket News Retail Achievement Award, recognizing the company for its ongoing business expansion and product evolution. For more information about ALDI, visit [aldi.us](http://aldi.us).*

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*\*According to a survey of US consumers conducted in 2016 by Market Force Information.*

*\*\*Based upon a price comparison of comparable products sold at leading national retail grocery stores.*