



## Fresh store layout for ALDI Western Australia

*ALDI introduces new innovations for an enhanced shopping experience*

Western Australian shoppers can look forward to a fresh new shopping experience when ALDI opens the doors to its first stores next month, with the supermarket today confirming all WA stores will adopt its celebrated fresh format. The new-look stores will feature many in-store innovations trialed on the eastern seaboard and recently applied to ALDI's South Australian rollout.

"Ahead of our Western Australian expansion, ALDI has been conducting in-depth research into the needs and wants of local shoppers," said Damien Scheidel, ALDI Managing Director - Western Australia. "We know there is a strong appetite for a grocery shopping experience that is easy, efficient and provides unbeatable value. Our new store format will provide all the benefits shoppers have come to love about ALDI with an updated look and feel."

ALDI's fresh store format will feature a number of new upgrades, including redesigned shelving and expanded wooden produce bays, energy efficient LED lighting and chillers. Each of ALDI's Western Australian stores will be approximately 1500m<sup>2</sup> with 1000m<sup>2</sup> of retail space and will feature a sleek new fit-out with updated signage and point of sale displays.

"We have been listening to existing customer feedback on the eastern seaboard and believe these upgrades will make it even easier and more enjoyable for Western Australians to shop with us," Mr Scheidel said. "Everything we do is designed with one goal in mind - enabling our customers to live richer lives for less."

While each new store will provide between 15 to 20 jobs for local residents, shoppers can look forward to more than 300 award-winning every day grocery items, along with fresh fruit, vegetables and bread delivered daily. In addition to ALDI's every day grocery range, customers can discover ALDI's infamous and unique weekly Special Buys, which can be as varied as televisions and toys, to kitchen utensils and clothing.

ALDI has committed to opening up to 20 stores before the end of the year, with up to 70 stores in the coming years as part of its long-term expansion. Its first stores will open at Belmont Forum, Kwinana, Lakeside Joondalup and Mirrabooka Square on 8 June.

Other confirmed store locations include Armadale, Australind, Butler, Camillo, Cannington, Ellenbrook, Halls Head, Harrisdale, Haynes, Lakelands, Maddington, Mandurah, Mundaring, Nedlands, Rockingham, Secret Harbour, South Lake,



# Media Release

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Southern River, Waikiki and Wattle Grove.

For more information on ALDI Australia, please visit [www.aldi.com.au](http://www.aldi.com.au).

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