



# Media Release

July 2016

## ALDI carves out the nation's biggest meat lovers

*ALDI's 2016 Meat Index reveals our buying, cooking and eating habits*

It has been revealed that Australia is a nation of meat lovers, spending a huge \$378 million a week on meat to cook at home. The average Aussie household eats 4.5 meat meals at home, with chicken crowned the family favourite across the nation. And surprisingly, the slow cooker is making a comeback with Aussie households (50%) just as likely to cook meat in this appliance as they are the beloved BBQ (54%).

These are some of the findings of ALDI's 2016 Meat Index, a national study uncovering the latest trends in buying and cooking meat at home.

With the rising price of meat, value for money has become top of mind for shoppers; two thirds (65%) of respondents said they buy their meat from where they think they can get the best quality for the best price. The average household spends \$46 a week on meat, but one in five would spend more if they could afford it. Other reasons to buy more meat included finding cheaper cuts (29%) and easy to follow recipes (28%), having more time to cook (27%) and convenient package sizes (24%).

"The ALDI Meat Index shows Australians are looking for better value, wanting to squeeze more meat into their weekly grocery budget without having to compromise on quality," an ALDI Australia spokesperson said. "They're looking for high-quality, affordable and convenient products that are both easy to cook through the week and something special to celebrate with friends and family."

ACT has been found to be the meatiest state, with 70% saying they love eating meat and 51% eating five or more meat meals each week. Tasmanians are the biggest lovers of beef, with 42% of respondents naming it their favourite protein. New South Wales shoppers lead in their love for lamb (17%) and Western Australians have a penchant for pork (13%). Nine out of 10 (92%) shoppers nationally say buying Australian grown meat is important to them.

"ALDI understands the growing preference for locally made products, which is why we focus on working with local suppliers to provide high-quality products for our shoppers," an ALDI Australia spokesperson said. "Independent audits have confirmed that 100% of ALDI's fresh meat is produced in Australia. Where possible, we work with local suppliers through regional sourcing, to support the communities in which we operate."

When it comes to experimenting in the kitchen, young people are most likely to stick to their weekly regulars (42% of 18-34 year olds). Older Australians aged 50 - 64 were more than twice as likely to experiment as much as they can (19% compared to the national average of 12%).

### **Note to editors:**

ALDI Australia commissioned Galaxy Research to survey a nationally representative sample of

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

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1,001 Australian main grocery buyers during the month of June 2016. For more findings from the research, please contact Creation PR on [ALDI@Creation.io](mailto:ALDI@Creation.io) or 02 9994 4437.

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