



ALDI opens first four stores in Western Australia

Western Australian shoppers will get their first taste of ALDI today as the supermarket opens four stores at Belmont Forum, Kwinana, Lakeside Joondalup and The Square Mirrabooka.

The stores will feature ALDI's new look format while providing the same high-quality groceries at permanently low prices as offered to shoppers in other states.

Demonstrating ALDI's commitment to helping Australians live richer lives for less, the supermarket has confirmed that Western Australian shoppers will not pay higher prices compared to its stores on the east coast, for all products except fruit and vegetables, due to regional sourcing. This reinforces ALDI's long-term position as the price leader in market.

"At ALDI Australia, we are committed to helping our customers stretch their grocery dollars further, without ever compromising on quality," said Damien Scheidel, ALDI Managing Director – Western Australia. "Western Australians will not pay any more for their groceries than ALDI shoppers on the eastern seaboard, with the exception of fresh fruit and vegetables. These products are purchased state by state, and therefore there will be minor variances in pricing for these items."

To support its statewide expansion, ALDI has already partnered with 27 Western Australian produce suppliers, including Newtown Orchards and WA Farm Direct. Regional sourcing ensures the freshest, highest quality product at the best possible price, with a focus on seasonality and local producers.

Today's store openings form part of ALDI's long-term expansion plans, which will see up to 70 stores developed across Western Australia in the coming years, providing increased grocery options and employment opportunities for local residents. Each store will provide 15 – 20 jobs, with a total of 1200 new permanent jobs to be created in the coming years.

Premier Colin Barnett today welcomed ALDI to Western Australia at the launch of the State's first four stores.

"ALDI is a welcome addition to the Western Australian retail sector. They will provide job opportunities and a wide variety of fresh local produce. I look forward to shopping there soon," Mr Barnett said.

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 store 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. "While our customers can expect an enhanced shopping experience, the

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

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



Media Release

8 June 2016

changes won't impact our prices.”

The ALDI shopping experience offers a convenient way for customers to buy high-quality products that are benchmarked to be equivalent to or better than market leading brands, at permanently low prices. More than 90% of ALDI's every day grocery range is made up of its exclusive branded goods.

ALDI has committed to opening up to 20 stores in Western Australia before the end of 2016. Its next 10 stores will open in Halls Head, Australind, Harrisdale, Rockingham, Camillo, Southern River, Mandurah, Butler, Mundaring and South Lake.

For more information about ALDI, visit www.aldi.com.au

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

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