



Media Release

18 September 2017

ALDI Australia celebrates six years of no artificial colours storewide*

Amaranth Purple, along with its friends Sunset Yellow, Tartrazine and 11 other nasty artificial colours – proven to cause hyperactivity, allergic reactions, irritability, sleep disturbances and skin rashes – have been locked out of ALDI Australia for the past six years.

Despite years of research unearthing the negative impacts of artificial colours, ALDI is still the only supermarket in Australia that can make this claim.

“Shoppers won’t find a single trace of artificial colours in food products sold at ALDI,” an ALDI Australia spokesperson said. “They don’t have to trawl through food labels looking for these ingredients – instead they can have complete confidence that whenever and wherever they walk into an ALDI Australia store, artificial colours have been banished from the shelves.”

In 2010, ALDI eliminated artificial colours across its exclusive range of food products. The following year, it extended this commitment to all branded products stocked on ALDI shelves. This process included working with suppliers to reformulate existing products. In some cases, products that could not be reformulated at the time were removed altogether.

ALDI’s move to No Artificial Colours (NAC) was prompted by a study by researchers at the University of Southampton**, which demonstrated increased levels of hyperactivity in young children consuming some artificial colours.

Since 2011, a number of well-known brands have also reformulated their products to be free of artificial colours, meaning many Aussie favourites have made their way onto ALDI shelves.

Paediatric Nutritionist (and Mum of 2) Mandy Sacher said that parents should be rightfully concerned when it comes to the potential impact of artificial colours and preservatives on their children’s health. In her new book, *Wholesome Child: A Complete Nutrition Guide and Cookbook*, she explains the importance of providing children with a balanced wholefood diet free from unnecessary additives.

“In my consultations with parents, I have found that many are concerned about the ingredients of the food they are purchasing for their children – especially artificial colours. These synthetic compounds provide no health benefits and in fact have been shown to cause hyperactivity, allergic reactions, irritability, sleep disturbances and skin rashes.”

Another major concern among parents is the food provided at kids parties, which is why Sacher’s new book includes a number of delicious cakes and treats that are completely free of artificial colours. “It’s all about balance”, she says, “and attempting to debunk the myth that sweet foods and treats need to be laden with sugar and artificial colourants. There are nutritious options out there - it’s just about providing parents and care-givers with the information, tools and inspiration to empower them to make positive changes that best suit their family.”

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

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“There’s a perception that healthy foods are expensive, but that’s not true. This misconception inspired me to partner with ALDI. ALDI makes healthy eating affordable, with plenty of fresh produce and high quality products, available at permanently low prices.”

ALDI and Sacher have recreated one of the delicious recipes from *Wholesome Child: A Complete Nutrition Guide and Cookbook*, perfect for children’s birthday parties, with all ingredients available to purchase at ALDI.

ALDI has also launched a new ad campaign highlighting its ongoing commitment to No Artificial Colours (NAC) storewide. The ad will be launching on September 17 and can be found on ALDI’s YouTube page, www.youtube.com.au/ALDIAustralia

BANANA SPLIT TRIO

Ingredients

3 ripe bananas, cut in half lengthways

MACADAMIA VANILLA ICE CREAM

1 cup (140g) Forresters Natural Macadamias, soaked for 7 hours or overnight, rinsed and drained
1 cup (250ml) Farmdale Fresh Full Cream Milk
1 ripe banana, frozen
2 tbs Bramwells Pure Australian Honey
½ tsp Stonemill Vanilla Extract

STRAWBERRY ICE CREAM

2 cups (320g) strawberries, frozen
1 cup (250ml) Farmdale Fresh Full Cream Milk
2 tbs Bramwells Pure Australian Honey
¼ tsp Stonemill Vanilla Extract

AVOCADO CHOCOLATE ICE CREAM

1 ripe avocado
1 cup (250ml) Farmdale Fresh Full Cream Milk
5 Forresters Natural Almonds, finely crushed
2-3 tbs Bramwells Australian Pure Honey
2 tbs Oh So Natural Cacao Powder
¼ tsp Stonemill Vanilla Extract
Stonemill Himalayan Salt, pinch

OPTIONAL TOPPINGS

Choceur Dark Chocolate, melted
Forresters Raw Walnuts, crushed

Equipment



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High-powered blender for smooth consistency.

Instructions

MACADAMIA VANILLA ICE CREAM

For the macadamia vanilla ice cream place soaked macadamia nuts and coconut cream into a blender and blend until smooth.

Add banana, maple syrup and vanilla and blend until smooth and creamy.

STRAWBERRY ICE CREAM

For the strawberry ice cream place all ingredients into a blender and blend until smooth.

AVOCADO CHOCOLATE ICE CREAM

Use the same method to make the avocado chocolate ice-cream.

TO COMBINE

Pour the 3 mixtures into 3 separate airtight containers and freeze for at least 4-5 hours.

Thaw for 10 mins before serving. If you desire a creamier consistency, break ice cream apart and place back into your blender, then blend until smooth and creamy.

Place bananas on a serving plate and add a scoop of each ice cream to the centers. Drizzle with melted dark chocolate and sprinkle crushed walnuts on top.

Serve immediately or store leftover ice cream in the freezer for up to 4 months.

**All ALDI exclusive and branded food products across its every day, seasonal and Special Buys categories*

***The Southampton Study — http://www.soton.ac.uk/mediacentre/news/2007/sep/07_99.shtml*

-ENDS-

About Paediatric Nutritionist Mandy Sacher

Mandy Sacher is a Paediatric Nutritionist and SOS Feeding Consultant, founder of Wholesome Child and a mother of two. Mandy's clinical practice focuses on prenatal and childhood nutrition, helping parents and mums-to-be-feed their children healthy, nourishing foods right from the start.

Mandy's philosophy is simple: train children's taste-buds to enjoy nourishing, nutritionally beneficial foods early as possible to ensure optimal development and establishment of lifelong healthy eating behaviours and food choices. Mandy's first book, *Wholesome Child: a complete nutrition guide and cookbook*, was released in September 2017.

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