



ALDI reveals formula for the perfect sandwich

Australia's favourite supermarket*, ALDI Australia, has partnered with Paediatric Nutritionist, Mandy Sacher to uncover the formula for the perfect Back to School sandwich. The formula includes the ideal ratio of nutrients to ensure children achieve their best performance at school.

The humble sandwich was invented over 250 years ago and is a popular staple in children's lunch boxes around the world. ALDI Australia and Sacher have worked together to develop a formula that will help parents to make a variety of healthy sandwiches for their children, by following four easy steps:

***2 wholegrain/sourdough bread slices + 1 Protein + 1 Healthy Fat +2-3 Vegetables =
The Perfect Sandwich*****

The formula can be used to make a number of sandwich combinations, which will suit the taste buds of most children.

According to Sacher, this ratio contains the perfect combination of healthy slow release wholegrain; to stabilise blood sugar levels, protein; to help with alertness and endurance, healthy fats; to increase satiety, stabilise mood and boost concentration levels, and vegetables; which contain fibre, minerals, vitamins and phytonutrients, to ensure a healthy immune system.

Sacher has applied the formula to create four versions of the perfect sandwich, including a new take on the traditional chicken sandwich — a 'wholegrain chicken and lettuce salad sandwich'. The sandwich includes two slices of wholegrain or sourdough bread, with chicken cooked to preference, unsalted butter or avocado, lettuce, sliced tomato and cucumber.

As a child nutrition expert and mother of two, Sacher said that parents can find it daunting to come up with sandwich options that are healthy, affordable and something that our children will enjoy.

"During my professional career, I've seen that most children's sandwiches lack the correct amount of protein," said Sacher. "A low-protein lunch can have a negative impact on a child's ability to concentrate and energy levels.

"Children at school ages are in a key developing stage of their life, so it's vital that we provide them with all the nutrients they need to grow strong and healthy. This includes proteins, healthy fats, vegetables and grains, which should be part of children's daily diet.

"Our sandwich formula reveals the food groups and quantities that should be included in a sandwich for children, rather than specific ingredients, allowing parents to tailor it according to every child's tastes, dietary needs, and make healthy sandwiches.

"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 high quality products, available at permanently low prices everyday.

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

ALDI Media

| Creation PR

| 02 9994 4437

| ALDI@creation.io



Media Release

25 January 2017

“Another reason why I decided to partner with ALDI is because it’s the first and only major supermarket in Australia with no artificial colours storewide. This is really important as research has shown that artificial colours may cause hyperactivity, allergic reactions, irritability and skin rashes ***,” added Sacher.

An ALDI spokesperson said: “ALDI’s range of lunch staples and snacks will save parents time and money. As the first and only major supermarket with no artificial colours storewide, parents can be confident that they are buying both affordable and nutritious food options from ALDI.”

** Canstar’s Most Satisfied Customers- 2014, 2015 and 2016 and 2016 Australian Retailer of the Year*

*** Sandwich serving sizes:*

- *One serve of protein is approx. 65-100g or the size of your child’s palm for meat; and palm and fingers for fish fillets; or a 30-40g slice of yellow or white semi-soft cheeses; or 2 tbs of soft white cheese*
- *One serve of vegetables is 1/2 cup of salad ingredients*
- *The recommended serve for healthy fats varies according to the ingredient, e.g.: ¼ slice of avocado; one to two tsp of extra virgin olive oil, virgin coconut oil or unsalted butter; 1 tbs of sunflower seeds or pumpkin seeds*
- *Two slices of wholegrain bread or sourdough provide children with the grains and the fibre they need*

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

-ENDS-

About ALDI

ALDI Australia opened its first stores in January 2001. Today, there are more than 450 stores across Australia. ALDI’s great value offering has made it one of the leading supermarkets in the country. ALDI Australia has dominated the Roy Morgan customer satisfaction survey of household shoppers, winning Supermarket of the Year in 2011, 2012, 2014 and 2015. ALDI Australia also received Canstar Blue’s Most Satisfied Customers award in 2011, 2012, 2014, 2015 and 2016.

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*, will be released in April 2107

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

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



Nutritional Fact Sheet

2 wholegrain/sourdough bread slices + 1 Protein + 1 Healthy Fat +2-3 Vegetables = The Perfect Sandwich

Paediatric Nutritionist Mandy Sacher has provided the following information about the benefits of each of the food groups included in the 'Back to School' formula:

Wholegrain

Swapping out white bread sandwiches is one of the best ways to improve the nutritional value of children's school lunchboxes. Wholegrain bread helps to stabilise blood sugar levels. Another healthy option is sourdough bread, which has a lower glycaemic index, and contains more fibre and vitamins. For school children, two pieces of wholegrain bread is just the right amount to supply children a slow and steady release of energy to sustain them through the day.

ALDI's Bakehouse bread is made from 100% Australian grown wheat. Bakehouse contains no artificial colours, flavours or preservatives and is available in delicious varieties including white, mixed grain and rye.

Proteins

Proteins are essential to stabilise blood sugar levels and keep children feeling alert for longer. The combination of wholegrain carbohydrates and a good quality protein such as lean meats, low sodium cheese, omega-3 rich salmon, sardines or mashed egg is the best way to balance out children's blood sugar levels, improve their alertness and endurance at school. Whatever dietary preferences every child may have, parents can find one serve of protein to fill their sandwiches.

Healthy fats

Healthy fats have been linked to improved concentration, learning, behaviour and sleep in children*. Extra virgin olive oil, virgin coconut oil, unsalted butter and avocado pear, among others, are an excellent way to boost the nutritional value of a child's sandwich. Healthy fats increase feelings of satiety, boost concentration levels and stabilise moods.

These fats also promote the healthy development of vital organs, including brain, eyes and skin.

Vegetables

Children need vegetables to thrive and survive, however, vegetables are sometimes devoid from children's diets, especially in their lunchboxes. Vegetables strengthen and support a healthy immune system, and children need at least three to five serves of vegetables per day.

The combination of vitamins, minerals and phytonutrients found in vegetables help to maintain healthy skin, bones, eyes and heart. Vegetables' high fibre and low calorie content help children feel fuller for longer and maintain a healthy weight.

* Food for the Brain — <http://www.foodforthebrain.org/research/evidence-database/omega-3-concentrations-relationship-to-physical-and-mental-well-being.aspx>

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

ALDI Media

| Creation PR

| 02 9994 4437

| ALDI@creation.io



Perfect sandwich options

ALDI and Paediatric Nutritionist Mandy Sacher from blog, Wholesome Child, have prepared four perfect sandwiches following the formula for the perfect Back to School sandwich:

1. Wholegrain Chicken and Lettuce Salad

- Bakers Life Light Rye Vienna*, 2 slices
- Willowton Free Range Chicken (breast), 65g-100g or size of child's palm, leftovers/cooked to preference
- Beautifully Butterfully Butter (unsalted), 1 tsp or avocado, ¼ slice
- Lettuce, 2-3 leaves
- Tomato, 3 slices
- Cucumber, 3 slices

2. Healthiest Low Sodium Cheese Sandwich

- Bakers Life Light Rye Vienna* or Bakers Life Multigrain Sourdough, 2 slices
- Emporium Selection Bocconcini, 30g-40g or 3-4 balls
- Beautifully Butterfully Butter, unsalted 1 tsp
- Baby spinach, ¼ cup
- Tomato, 3 slices
- Red or Green capsicum, 2 slices

3. Healthy Sourdough Tuna and Cheese Sandwich or Healthy Omega -3 Rich Salmon and Cheese Sandwich

ALDI ingredients:

- Bakers Life Multigrain Sourdough**, 2 slices
- Portview Tuna Chunks (drained) 1 tin or 65g-75g (or Ocean Rise Salmon)
- Emporium Selection Bocconcini, 30g-40g or 3-4 balls
- Just Organic Extra Virgin Olive Oil, 1.5 tsp
- Lettuce, 2-3 leaves
- Shredded carrot, 1-2tbs
- Diced cucumber, 1 tbsp

4. Other sandwich choices can include the following:

- Bakers Life Multigrain Bread, 2 slices
- Emporium Selection Bocconcini, 30-40g sliced
- Avocado, ¼ slice
- Basil, 2-3 leaves
- Tomato, 2-3 slices
- Lettuce, 2-3 leaves
- Grilled mushrooms, 1-2 sliced

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

ALDI Media

| Creation PR

| 02 9994 4437

| ALDI@creation.io



Media Release

25 January 2017

- Bakers Life Wholegrain Wraps, 1 wrap
- Ocean Rise Salmon, 75g
- Emporium Selection Bocconcini, 30g-40g or 3-4 balls
- Just Organic Extra Virgin Olive Oil, 1 tsp
- Dill, ½ tsp
- Celery finely sliced, 1 tbs
- Grated carrot, 1-2 tbs
- Baby spinach leaves, ¼ cup

*Bakers Life Light Rye Vienna is available in NSW and QLD only. Bakers Life Pane Di Casa is available in QLD, NSW, VIC and WA. Bakers Life White Sourdough is available in QLD, NSW, SA & WA.

**Bakers Life Multigrain Sourdough is available in NSW, SA and WA. Bakers Life Farmhouse Country Seed Sourdough is available in VIC.

Serving guidelines

- *One serve of protein is approx. 65- 100g or the size of your child's palm for meat; and palm and fingers for fish fillets; or a 30g-40g slice of yellow or white semi-soft cheeses; or 2 tbs of soft white cheeses*
- *One serve of vegetables is 1/2 cup of salad ingredients*
- *The recommended serve for healthy fats varies according to the ingredient, e.g.: ¼ slice of avocado; one to two tsp of extra virgin olive oil, virgin coconut oil or unsalted butter; 1 tbs of sunflower seeds or pumpkin seeds*
- *Two slices of wholegrain bread or sourdough provide children with the grains and the fibre they need*

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

ALDI Media

| Creation PR

| 02 9994 4437

| ALDI@creation.io