

Master Artwork Guidelines

Australia

Version 3

January 2021

These guidelines replace any issued previously



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The purpose of these guidelines

These guidelines serve as an introduction to the different methods of communicating product information to the consumer. They are designed to work in conjunction with existing ALDI brand frameworks (for example, White Mill or Just Organic) and 3rd party guidelines (MSC, Fairtrade, UTZ etc) to deliver a clear and consistent approach to packaging artwork.

All other guidelines referred to in this document are available for download from ALDI's Brand Manager Website: www.aldibrandmanager.com

- 2.1 Guidelines reformatted to new layout, March 2020
- 2.2 Link now supplied for the HSR Style Guide / updates to Camp Quality information
- 2.3 Updates to 2. Front of Pack Nutrition Labelling & Responsibly Sourced fish logo
- 2.4 Update to the Rainforest Alliance Logo / Front of Pack Labelling Policy / Responsibly Sourced logo / Addition of barcode quick guide page
- 3 Overall Update

Helvetica Neue 55 Roman
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 95 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Where space is limited, condensed versions of the above can be used.

To ensure consistency across all ALDI brands, all non-brand information uses Helvetica Neue in various weights.

Items that are considered non-brand include:

- Health Star Rating (HSR)
- %Daily Intake (%DI) Discs
- Front of pack, non-branded claims
- Ingredients listing
- Nutrition Information Panel (NIP)
- Directions for use / cooking instructions
- Guarantee and ALDI address
- Trademark / registered statement

Where space is limited, the condensed versions of the standard fonts can be used. Where a condensed font is used for a particular section, this should ideally be applied to all other sections. A mixture of standard and condensed fonts should be avoided on pack wherever possible.

IMPORTANT NOTE: ALDI product claim icons (page 1.2) are exempt from the above rule and use the Oskar font instead.

Specially Selected	Discretionary
Oh So Natural Foods Oh So Natural Wholefoods Oh So Natural Superfoods Oh So Natural Organic Kids Oh So Natural	Required
Earth Grown	Required

Some brands are preferred for the use of certain product types or for particular promotions, regardless of the category brand. The application of a brand to products within scope is prescribed within the respective brand guideline/framework. For brands included, see table left.

Some brand guidelines include ‘devices’ or ‘callouts’ for product claims or features that are prescribed for use on all ALDI brands, irrespective of the brand used. Refer to ‘Front of Pack’ in this MAG.

If a prescribed brand, ‘device’ or ‘callout’ is felt unsuitable for a product, exemption from the respective Brand Guardian is required.

For further details, please refer to **070202 Brand Guardian Responsibilities** in the ALDI AU National Buying Training Manual.

1. Front of Pack



Introduction

The front of pack includes, but is not limited to, brand, product title, secondary product descriptions/additional marketing information, images and graphics, Trade Measurement Statement and Health Star Rating or DI/RDI discs.

1. Brand logo
2. Product title
3. Secondary descriptor
4. Product imagery
5. Product claims
6. Health Star Rating
7. Trade measurement statement



ALDI specific front of pack icons

ALDI product claim icons

The following icons can be used on ALDI Australia Packaging when advised that they are applicable for use in the authorised Product Information Form (PIF).

When displaying Front of Pack claims, 3 options are available:

1. Use 1 branded claim and up to three secondary icons
2. Use 1 branded claim plus a consolidated 'Better For You' icon (Happy Man Icon)
3. Use 1 branded claim plus lozenges

Ideally all these options would accompany a branded claim.

The PIF will determine the specific wording of all claims. In some instances, wording can be chosen/dictated by the ALDI Buyer.

Icons are shown here in a generic grey colour, but this can change in line with a brand's specific colour palette.

Examples of these logos in use appear on the following pages.



branded claim

secondary claims

ALDI Specific front of pack icons CONTINUED

Option 1:

One branded claim and up to three secondary icons

Ideally, packaging will contain a branded claim, with a maximum of three icons as shown.



ALDI Specific front of pack icons CONTINUED

Option 2:

One branded claim plus a consolidated 'Better For You' icon (Happy Man Icon)

In instances where three or more claims are applicable, the Buyer will have the option of using a universal 'Better For You' icon in conjunction with a branded claim.



ALDI Specific front of pack icons CONTINUED

Option 3: One branded claim plus lozenges

When a Buyer deems the use of either icons or the universal 'Better For You' icon as inadequate or inappropriate, claims in a lozenge shape may continue to be used in conjunction with a branded claim, however consistent fonts must be used across all brands.

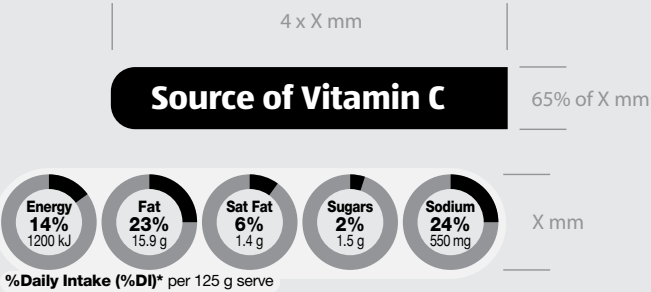
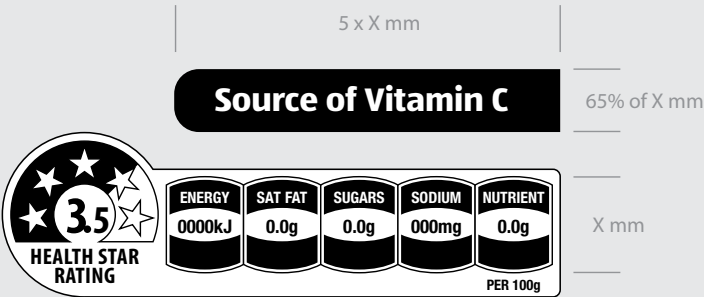
ALDI Specific front of pack icons CONTINUED

Corporate lozenges

The number of claims on pack will be determined by the space available. If all suitable claims will not fit, the Buying Director will advise the most relevant for the product. Key claims that need to be highlighted with be done in a branded style.

The size of the lozenges on pack is in direct proportion to the Health Star Rating or %DI Discs as shown bottom left.

The background to the lozenge should be a complimentary colour to the HSR or % DI Discs or base colour of the pack.



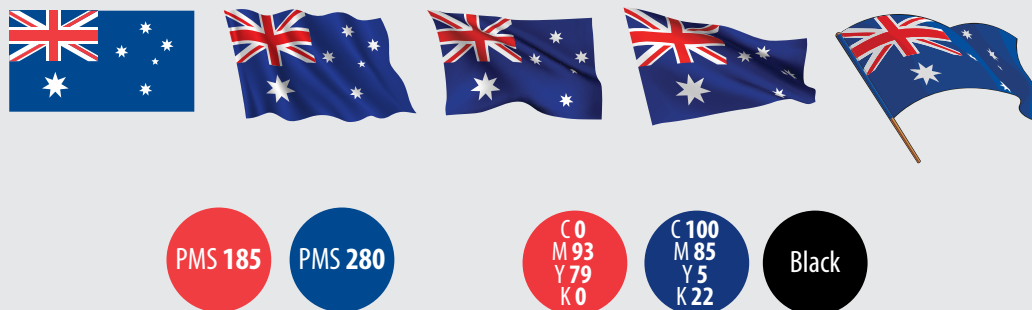
Independent Organisation Logos (Sample only)



Industry and independent front of pack icons

Industry and independent logos can be used on ALDI Australia packaging when advised that they are applicable for use in the authorised Product Information Form (PIF).

All available directly from the relevant organisation and have their individual guidelines to follow. Please ensure the correct logo is used, as identified in the PIF.



Above are a number of possible flag options. One of these logos (or an alternative) can be used under the strict condition that it directly reflects the spirit of the design and doesn't interfere with the brand or title.

The following rules also apply:

The flag should be used in a dignified manner and be reproduced completely and accurately

Any overprinting with words or illustrations on the artwork must not cover the symbolic aspects of the flag. i.e. the Union Jack, the Southern Cross or the Commonwealth Star

All symbolic aspects of the flag must be clearly identifiable with correct positioning on the flag, in the correct size proportion and stars must have the correct number of points

Australian flag

The Australian flag logo can be used as a complimentary design element to the overall pack design, provided certain criteria are met (see below). It must not be too dominant proportionately and must also only appear in full colour, no monochrome stripped back versions will be accepted. If the print specifications don't support the colour make up, the Australian Flag must not appear.

The following criteria must be met in order to use the Australian flag within the design:

Food & Beverages: The Australian flag can only be used where the Country of Origin Standard Mark includes use of a kangaroo logo and the percentage of Australian ingredients is > 50%, as prescribed in the PIF.

Non-Food: The Australian flag can be used where the Country of Origin statement is "Product of Australia" or "Australian Grown" or "Made in Australia" (where percentage of Australian ingredients is > 50%), as prescribed in the PIF.

"Australian"

The word Australian should be used in the product title where possible if the PIF specifies that the product is a Product of Australia or Australian Grown.

Australian flag CONTINUED

The examples shown here show two possible applications of the Australia flag on pack.



1



Gluten free

Depending on the product, there are two options for communicating 'gluten free' to the consumer:

Option 1: Oh So Natural Gluten Free

Oh So Natural Gluten Free sub-brand, only suitable for natural products. Please refer to *Oh So Natural Brand Criteria* for full requirements.

Option 2: In-brand "gluten free" callouts where the product does not meet "natural" criteria

Products which do not meet *Oh So Natural Gluten Free* requirements to be branded under the relevant category brand as per market requirements.

Note for design agencies: "Gluten Free" callout must be stylised as per the Oh So Natural brand framework.

Gluten free stylised callout can be portrayed in a colour that complements the category brand.

Gluten Free

If the Gluten Free stylised callout is not suitable for your product, please seek exemption approval from CR Director (Brand Custodian).

2



Option 1



Option 2



Option 3



Organic

Option 1:

If the market leader features a similar product in their master health/organic brands, the Oh So Natural Organic sub-brand should be used, provided the product aligns with the Oh So Natural Organic sub-brand criteria. Please refer to the Oh So Natural Brand Criteria for full requirements.

Option 2:

If an ALDI category brand is dominant, the ALDI category Masterbrand should be used, and the Organic callout featured.

Option 3:

Where a premium stylisation of an ALDI category brand may not be conducive to the prescribed Organic callout. The Organic callout should feature on front of pack, secondary to the product title. The colour palette may be adjusted to suit the category brand, and the border may be excluded. The font and leaf device are to be retained.

Claim	Permissible synonyms
Contains whole grain	With whole grain Made with whole grain Source of whole grain
High in whole grain	Rich in whole grain Good source of whole grain
Very high in whole grain	Very good source of whole grain Excellent source of whole grain Great source of whole grain



1 One [product serving size] serve of [brand name and product name] contributes XX% towards the Grains and Legumes Nutrition Council™ 48 g Whole Grain Daily Target Intake.

One 35 g serve of BRAND NAME™ Quick Oats contributes 73% towards the Grains & Legumes Nutrition Council™ 48 g Whole Grain Daily Target Intake.



2 Front of pack
XX% of the Whole Grain daily target *

Back of pack

* Contribution of [product serving size] of [brand name and product name] towards the Grains & Legumes Nutrition Council™ 48 g Whole Grain Daily Target Intake.

Or

Contribution of [product serving size] of [brand name and product name] towards 48 g Whole Grain Daily Target Intake.

Whole grain claims

Where a product contains whole grains, this can be called out on pack using claims as defined by the Grains and Legumes Nutrition Council™ (GLNC). Possible claims (and permissible synonyms) are shown left.

How much the whole grain forms part of the recommended daily target intake (DTI) is then communicated on pack with a qualifying statement (1), typically on the back of pack.

The statement can be split between front and pack (2) provided the following criteria are met:

- “Children” or “toddler” must appear in back of pack claim if split claims for children and toddler food are used
- Two halves of claim must be linked by a symbol (typically *)
- The word ‘target’ must be used in the DTI not a synonym
- The wording “as recommended by the Grains & Legumes Nutrition Council™” may not be used
- Single serve packs are exempt from declaring serving size
- It is recommended manufacturers seek legal advice to ensure use of split claim adheres to Food Standards Code and Australian Consumer Law Requirements

Use of factual whole grain statements

- XX% whole grain
- Made with XX% whole grain
- XX grams of whole grain per serve
- Made with XX different whole grains



ACTIV ENERGY logo (ALDI specific)

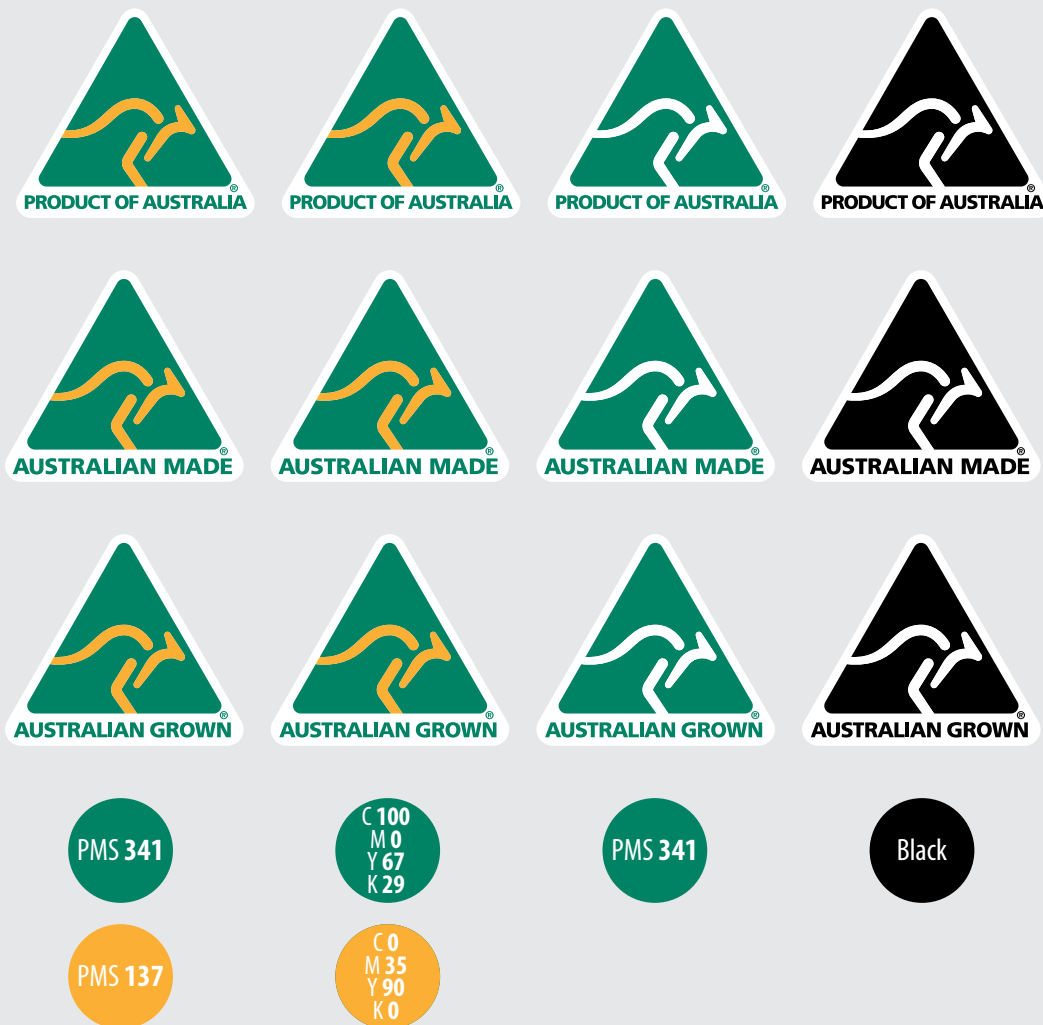
In both core and special ranges where a product uses batteries, the Activ Energy logo should be placed on the artwork.

**Price/value device (ALDI specific)**

The price/value device can be used as a sticker on the front of pack as directed by the Buying Director.

All point sizes are given based on a diameter of 80mm. When scaling or resizing the device, all elements must be uniformly scaled.

The device uses the corporate ALDI Sued Bold font at various sizes as shown left.



Product of Australia / Australia Made / Australia Grown (3rd Party)

The 3rd party Product of Australia / Australian Made logos are approved for use on ALDI packaging and should be included when advised that they are applicable for use in the authorised Product Information Form (PIF).

These logos are to be used on non-food products only (as of June 2018 these are no longer used on food products).

The full colour versions are preferred; mono versions should only be used when print limitations dictate.

Australian country of origin logos are registered certification trademarks of the not-for-profit Australian Made Campaign Ltd (AMCL). Further information and contact details are available at www.australianmade.com.au



State logos (3rd Party)

The 3rd party Buy West Eat Best / South Australia logos are approved for use on ALDI packaging and should be included when advised that they are applicable for use in the authorised Product Information Form (PIF).

The logo should always appear on the front face of pack. The only exception is in instances where there is not enough room on the front face. When this is the case the logo must appear on the back of pack or secondary face.

The Buy West Eat Best and South Australia logos are to be used in addition to the relevant Australian Made/Product of Australia/Australian Grown logo (non food products only) or the Standard Mark (food and beverage products), not in place of it.

Products featuring the Buy West Eat Best or South Australia logos must only be distributed in their respective states.

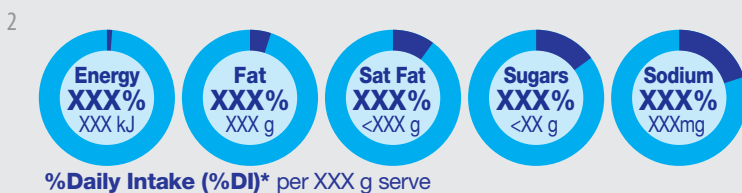
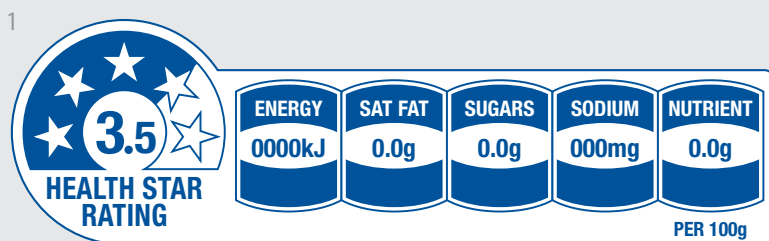
The full colour versions are preferred; mono versions should only be used when print limitations dictate.

Further details on the two respective programmes can be found here:

www.buywesteatbest.org.au and
www.dti.sa.gov.au/state-brand

IMPORTANT NOTE: As of July 2019, administration of the South Australia logo has passed from Brand South Australia to the Department of Trade, Tourism and Investment (DTTI) within the Government of South Australia.

2. Front of Pack Nutrition Labelling



Introduction

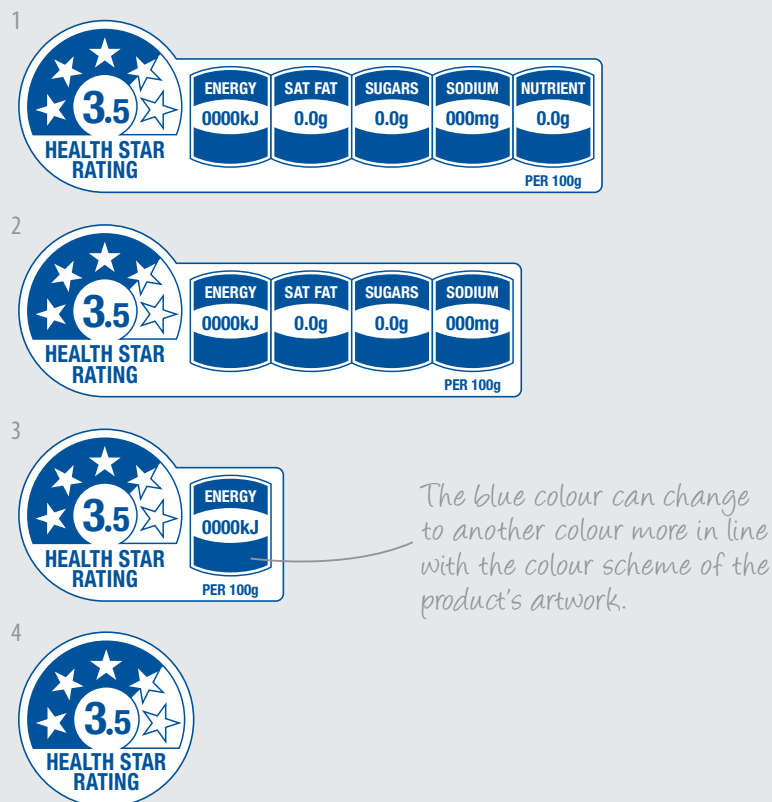
Front of pack nutrition labelling is to be implemented on ALDI food and beverage products in line with the current Front of Pack Labelling Policy. This applies to all products, unless listed as excluded in this document; see page 2.6.

Inclusion of one of the two front of pack labelling systems (shown left) is mandatory:

1. The Health Star Rating (HSR) System – presents nutrient information and an overall star rating per 100ml/100g/PER PACK of a food or beverage product.

2. %Daily Intake (%DI) Discs – indicate the percentage of the daily recommended intake of energy/nutrients supplied by one serve of a food or beverage product.

IMPORTANT NOTE: Either HSR or %DI Discs will be on the front of pack, **NOT** both.



The Health Star Rating (HSR) System

The full Health Star Rating is to be included on all eligible products where space permits, as an artwork update or as part of new packaging.

Health Star Ratings displayed on ALDI products must be:

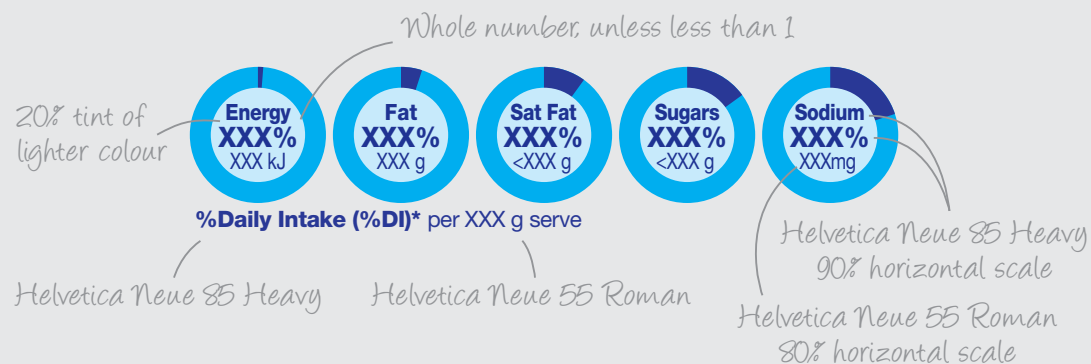
- consistently and correctly displayed in accordance with the official Health Star Rating System Style Guide
- calculated per 100g or 100ml unless an industry agreed standardised serve size exists
- calculated based on the product “as sold” unless specific requirements to display “as prepared” are met

IMPORTANT NOTE: ALDI does not accept Energy and/or Nutrient icons in the absence of the Health Star icon.

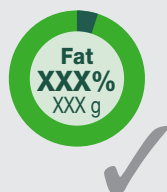
Four options exist for the HSR on the front of pack, based on the space available (listed in priority order):

1. Health Star Rating, Energy Icon, 3 Prescribed Nutrient Icons, plus 1 optional Nutrient Icon (if eligible)
2. Health Star Rating, Energy Icon and 3 Prescribed Nutrient Icons
3. Health Star Rating and Energy Icon
4. Health Star Rating only.

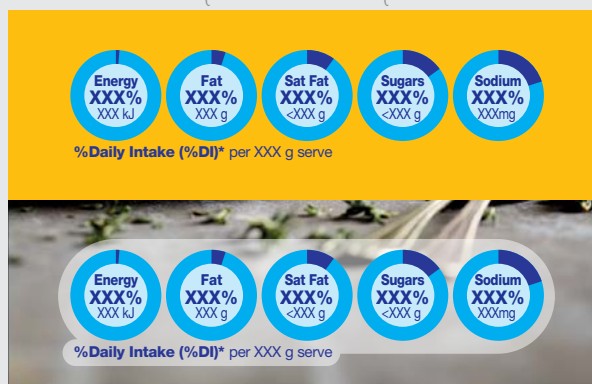
More detailed information can be found in the [Health Star Rating System Style Guide](#).



Insufficient contrast



Plain pack face - no platform



Busy pack face - platform used

%Daily Intake (%DI) Discs

Where Health Star Ratings are not present, %Daily Intake (%DI) Discs must be displayed.

All five %DI discs are required on front of pack and must appear in the same order as the NIP and PIF:

1. Energy 2. Fat 3. Saturated Fat 4. Sugars 5. Sodium.

Typically they will appear side by side in horizontal orientation, though variations exist for situations where the horizontal version is not possible; see the following page.

The minimum diameter size of the entire disc is 10mm and the maximum is 14mm.

Colours are flexible and can be adapted to match a product's colour scheme. The only requirement is a sufficient contrast between the two colours must be observed.

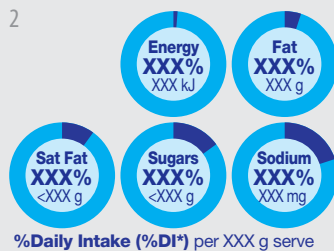
Typically the %DI Panel is placed direct onto a plain area of the front face (ie clear, a solid colour or a non-busy image).

If the %DI Panel is placed on a busy pack face (ie a photograph, complex image/illustration or a texture), a 'platform' will be required to aid readability with the shape set to 50% white transparency.

If in any doubt about the legibility of the text, the 'platform' should be added.

1
%Daily Intake (%DI*) per XXX g serve

2



3



%Daily Intake (%DI) Discs CONTINUED

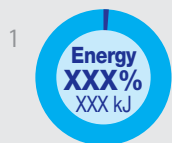
Alternative arrangements for the %DI discs are shown here. Only the approved versions included in these guidelines are the versions to be applied on pack.

1. Vertical arrangement
2. Stacked horizontal arrangement
3. Stacked vertical arrangement



%Daily Intake (%DI) Discs CONTINUED

Pie chart segments to apply.



%Daily Intake (%DI)* per XXX g serve

Discretionary Food and Drink - %Daily Intake (%DI) Energy Icon accepted

CG No.	CG Name	SCG
05	Soft Drink & Juices	All (single serve beverages only)
40	Confectionary	All
41	Chocolates	All
43	Seasonal Confectionary	All
51	Chilled Foods	04, 05 (single serve beverages only)
53	Preserves and Spreads	02, 03

Front of Pack Labelling exclusions

CG No.	CG Name	SCG No.
01	Spirits	01, 02, 03, 04
02	Sparkling Wine	All
03	Wine	All
04	Beer	All
05	Soft Drinks & Juices	02, 06
09	Baby Products	01, 02, 03
45	Coffee & Hot Beverages	01, 02
46	Tea	All
52	Dressing, Oils & Sauces	02
54	Processed Foods	02, 09, 10, 12
55	Eggs	All
58	Fruits & Vegetables	All
62	Fresh Meat	All
64	Fresh Fish	All

Exclusions

The %Daily Intake (%DI) Energy Icon (1) is only permitted to be used on its own in the following circumstances:

- Where a product's label has a surface area of less than 100cm²; **OR**
- Where a product is considered a “discretionary” food or drink as shown in the table on the left.

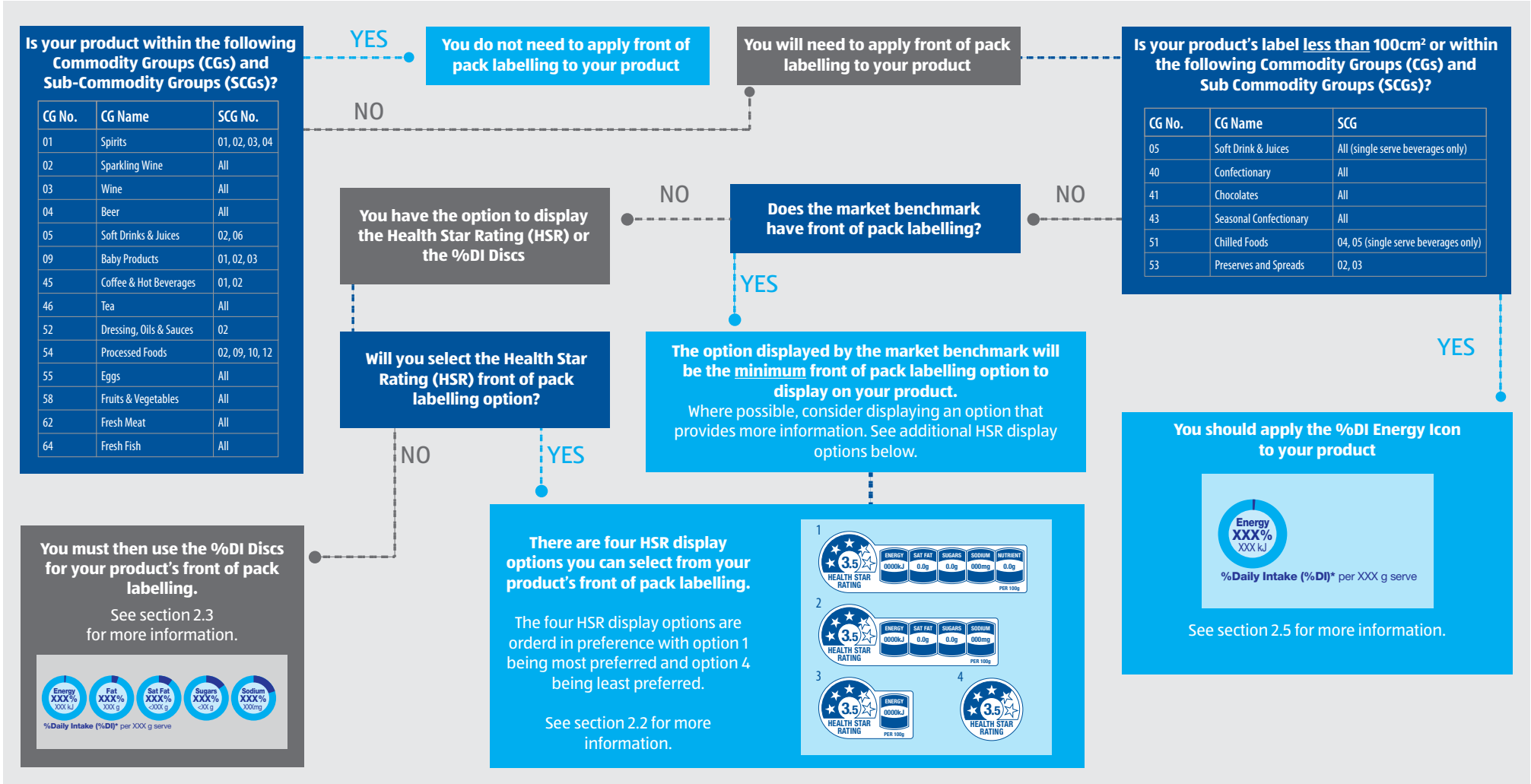
Where the %DI Energy Icon is used it must always represent ‘per serve’ or ‘per pack’ values.

Front of Pack Labelling exclusions

The Commodity Groups (CGs) and Sub-Commodity Groups (SCGs) shown left are excluded and must not display Front of Pack Labelling. Health Star Ratings (HSR) and %Daily Intake (%DI) Discs must not be displayed on excluded products.

All other CGs and SCGs are required to display front of pack labelling.

A guide to selecting and applying front of pack labelling:



Frequently Asked Questions:**Q. The market benchmark does not display front of pack labelling, do we need to display labelling?**

- A.** Unless an exempt category, all ALDI branded food and beverage products are required to have front of pack labelling even when the market benchmark does not display front of pack labelling.

Q. The market benchmark is using the HSR Energy only icon, can we use this?

- A.** No. Following the outcomes of a review of the HSR system in November 2020 by the Australia and New Zealand Ministerial Forum on Food Regulation, the HSR Energy Only icon was removed as a valid HSR display option. See alternative HSR display options in Section 2.2 of this document. Where possible, consider displaying a HSR option that provides more information.

Q. I prefer not to use HSR, can I use %DI Discs?

- A.** Yes, if you choose not to display the HSR, you can display %DI Discs, remembering that you must display all five %DI Discs. The only exception to use the %DI Energy icon on its own are where:
1. The market benchmark uses the %DI Energy icon - this will be the minimum front of pack display requirement for your product; or

2. The product's label is less than 100cm² or the product is considered a discretionary food or drink only, as per table in section 2.5.

Q. How do I select which HSR option to use?

- A.** Refer to section 2.2, review the four HSR display options. These options are ordered in preference with option 1 being most preferred and option 4 being least preferred. The display option selected should:
1. Align with space available on your product's packaging
 2. Take into account the HSR rating option preferences
 3. Ensure it is consistent with other HSR options applied across the category

Q. I have a multi-pack of various products, how do I label appropriately?

- A.** Multi-packs require front of pack labelling, to determine the best approach please contact the Corporate Responsibility team at aldicr@aldi.com.au

3. Backs and Sides of Pack

1

2

3

4

5

6

7

8

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10

11

12

BRAND LOGO

PRODUCT TITLE

Secondary descriptor

Ingredients: Wheat Flour, Water, Cream (From Milk), Vegetable Oil, Baking Powder (Contains Raising Agents (500, 341), Acidity Regulator (541)), Sugar, Salt.

CONTAINS WHEAT AND MILK.
MAY CONTAIN SESAME SEEDS, TREE NUTS AND SOY.

Keep refrigerated. Store below 4 °C.
Suitable for freezing.
Consume within 1 day of opening.

NUTRITION INFORMATION

Servings per package: 25
Serving size: 30 g (approx. 1 Cup)

	Ave. Quantity per Serving	%Daily Intake* per Serving	Ave. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
Protein	2.3 g	5%	7.6 g
Fat, total	1.7 g	2%	5.7 g
- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Sodium	74 mg	3%	246 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ.
Your daily intakes may be higher or lower depending on your energy needs.

USE BY

HEATING INSTRUCTIONS

MICROWAVE

OVEN WATTAGE
HIGH
TOTAL COOKING TIME
30 seconds

1. Remove naan bread from bag.
2. Place in the centre of microwave and heat on HIGH for 30 seconds.
3. Carefully remove from microwave and stand for 20 seconds.

GRILL

OVEN WATTAGE
MEDIUM
TOTAL COOKING TIME
2 minutes

1. Preheat oven grill on a medium heat.
2. Remove the naan from the packet.
3. Place onto the pre-heated baking tray for 1 minute each side.
4. Stand for 30 seconds before serving.

APPLIANCES VARY CONSIDERABLY, PLEASE ADJUST HEATING TIMES IF NECESSARY.

[BRAND NAME]™ is a trademark of ALDI Stores.
ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store for a full refund or replacement.

ALDI STORES, 1 SARGENTS ROAD
MINCHINBURY NSW 2770
www.aldi.com.au

Tub

Foil

Lid

Scrub into foil

arl.org.au

Made in Pakistan

XXXXXXXXXXXX

Barcode and EAN number

Introduction

The back and sides of pack information includes, but is not limited to, ingredients, Nutrition Information Panel (NIP), claims and logos, statements, legal copy, ALDI guarantee and address, cooking and usage instructions, trademark statement, country of origin and recycling.

1. Brand logo – optional dependent on space available
2. Product title and secondary descriptor – optional dependent on space available
3. Ingredients listing
4. Allergen statements
5. Storage instructions
6. Nutrition Information Panel (NIP)
7. Cooking instructions
8. Trademark statement
9. ALDI guarantee, address and website
10. Recycling (ARL)
11. Country of origin statement / standard mark
12. Barcode and EAN number

The example shown above is just illustrative of the type and style of items that will be included and is not representative of an actual product.

Version 3 | January 2021

3.1

NUTRITION INFORMATION			
Servings per package: 25			
Serving size: 30 g (approx. 1 Cup)			
	Ave. Quantity per Serving	%Daily Intake* per Serving	Ave. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
Protein	2.3 g	5%	7.6 g
Fat, total	1.7 g	2%	5.7 g
- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Sodium	74 mg	3%	246 mg
*Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.			

Nutrition Information Panel (NIP)

The Nutrition Information Panel (NIP) MUST be included on the back of pack with the ingredients, except on a dual face pack (where the front and back of pack are identical) then the NIP must be included on a side.

The NIP must always appear in exactly this format to ensure that it meets ALDI approval. The NIP needs to appear exactly as they are presented in the PIF User Guide.

The colours can change to compliment brand and pack colours, and consist of a dark primary colour and a lighter secondary colour. The panel can be sized up or down (subject to a minimum point size of 6pt) to suit the pack size and shape.

Depending on the product, additional information can be added to the NIP as shown on the following page.

1

NUTRITION INFORMATION

Servings per package: 25
Serving size: 30 g (approx. 1 Cup)

2

3

4

5

	Ave. Quantity per Serving	%Daily Intake*	Ave. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
Protein	2.3 g	5%	7.6 g
Fat, total	1.7 g	2%	5.7 g
- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Sodium	74 mg	3%	246 mg

6

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ.
Your daily intakes may be higher or lower depending on your energy needs.

8

NUTRITION INFORMATION

Servings per package: 25
Serving size: 30 g (approx. 1 Cup)

	Ave. Quantity per Serving	%Daily Intake*	Ave. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
Protein	2.3 g	5%	7.6 g
Fat, total	1.7 g	2%	5.7 g
- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Dietary Fibre	3.2 g	5%	10.7 g
Sodium	74 mg	3%	246 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ.
Your daily intakes may be higher or lower depending on your energy needs.

There are no column keylines so adequate space must be left to ensure the information in the three columns is clearly distinguishable.

10

NUTRITION INFORMATION

Servings per package: 25
Serving size: 30 g (approx. 1 Cup)

	Ave. Quantity per Serving	%Daily Intake*	Ave. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
Protein	2.3 g	5%	7.6 g
Fat, total	1.7 g	2%	5.7 g
- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Dietary Fibre	3.2 g	5%	10.7 g
Sodium	74 mg	3%	246 mg
Calcium	80 mg (10% RDI)*		267 mg
Thiamin (Vitamin B ₁)	0.55 mg (50% RDI)*		1.83 mg
Riboflavin (Vitamin B ₂)	0.43 mg (25% RDI)*		1.43 mg
Niacin (Vitamin B ₃)	2.5 mg (25% RDI)*		8.3 mg
Folate	100 µg (50% RDI)*		333 µg
Vitamin B ₆	0.4 mg (25% RDI)*		1.3 mg
Vitamin E	2.5 mg (25% RDI)*		8.3 mg

9

9

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ.
Your daily intakes may be higher or lower depending on your energy needs.
*Percentage of Recommended Dietary Intake.

Nutrition Information Panel (NIP) CONTINUED

1. The headline panel appears in the primary colour with text in white.
2. HEADLINE: Helvetica Neue 95 Black, upper case, centred.
3. SERVING TEXT: Helvetica Neue 55 Roman, sentence case, left aligned.
4. COLUMN HEADERS: Helvetica Neue 77 Bold Condensed, centred.
5. HEADING (Energy, etc): Helvetica Neue 77 Bold Condensed, left aligned. VALUES: Helvetica Neue 57 Condensed, centred.
6. SIGN OFF TEXT: Helvetica 77 Bold Condensed, centred
“*Percentage Daily Intakes are based on an average adult diet of 8700 kJ.” must appear at the bottom of the NIP. This is a mandatory legislative requirement. “Your daily intakes may be higher or lower depending on your energy needs” may be added at the discretion of the Buying Director.
7. Alternate lines are highlighted with a 50% tint of the secondary colours (or white; see following page).
8. Where applicable, Dietary Fibre is added between Sugars and Sodium. Where there are types of dietary fibre declared (Polydextrose, Inulin etc), “total” is added: “Dietary Fibre, total”
9. The panel can extend to declare additional constituents and an additional statement is added to the lower section: “*Percentage of Recommended Dietary Intake.”
10. “Protein” must be “Protein, total” if gluten values are then declared.

11 —

NUTRITION INFORMATION			
Servings per package: 25 Serving size: 30 g (approx. 1 Cup)			
	Ave. Quantity per Serving	%Daily Intake*	Ave. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
Protein	2.3 g	5%	7.6 g
Fat, total	1.7 g	2%	5.7 g
- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Sodium	74 mg	3%	246 mg

12 —

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

13

NUTRITION INFORMATION			
Servings per package: 25 Serving size: 30 g (approx. 1 Cup)			
	Ave. Quantity per Serving	%Daily Intake*	Ave. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
Protein	2.3 g	5%	7.6 g
Fat, total	1.7 g	2%	5.7 g
- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Sodium	74 mg	3%	246 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ.
Your daily intakes may be higher or lower depending on your energy needs.

14

NUTRITION INFORMATION			
Servings per package: 25 Serving size: 30 g (approx. 1 Cup)			
	Ave. Quantity per Serving	%Daily Intake*	Ave. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
Protein	2.3 g	5%	7.6 g
Fat, total	1.7 g	2%	5.7 g
- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Sodium	74 mg	3%	246 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ.
Your daily intakes may be higher or lower depending on your energy needs.

Nutrition Information Panel (NIP) CONTINUED

- Where the secondary colour is quite pale, the alternate highlights can change to white and the text becomes black.
- On packs with restricted vertical space, the sign off panel can move to the right and run vertically.
- Monochrome version with text and lines in black (or alternative dark colour).
- White out monochrome version.

For both monochrome versions, note how the alternate highlight lines are omitted.

- 1 **Ingredients:** Pasta (55%) [Durum **Wheat** Semolina, Water, **Egg, Egg** Yolk, Vegetable Oil], Filling (45%) {Cheeses (Hard Cheese, Ricotta & Gorgonzola) [**Milk**, Salt, Cultures (Including *Penicillium Roqueforti*), Enzyme (Rennet)], Rice Semolina, Crème Fraiche (From **Milk**), Pears, **Walnuts**, Vegetable Oil, Flavour, Iodised Salt, Seasoning (Contains Flavour), Sugar}.
Contains 7% Egg Products, 3.2% Ricotta, 2.3% Gorgonzola Cheese And 0.6% Walnuts.

Italics used for Latin names

- 2 **Ingredients:** Pasta (55%) [Durum **Wheat** Semolina, Water, **Egg, Egg** Yolk, Vegetable Oil], Filling (45%) {Cheeses (Hard Cheese, Ricotta & Gorgonzola) [**Milk**, Salt, Cultures (Including *Penicillium Roqueforti*), Enzyme (Rennet)], Rice Semolina, Crème Fraiche (From **Milk**), Pears, **Walnuts**, Vegetable Oil, Flavour, Iodised Salt, Seasoning (Contains Flavour), Sugar}.
Contains 7% Egg Products, 3.2% Ricotta, 2.3% Gorgonzola Cheese And 0.6% Walnuts.

- 3 **Ingredients:** Shortcrust Pastry (57.2%) {**Wheat** Flour, Shortening [Vegetable Oil, Antioxidant (307)], Sugar, Butter (From **Milk**), **Milk** Solids, Salt, Natural Colour (160a)}, Fruit Mince (42%) {Sugar, Sultanas (Sultanas, Vegetable Oil), Apple, Sweetened Dried Cranberries (Contains Cranberries), Glace Cherries [Contain Cherries, Acidity Regulator (330), Natural Colour (163), Natural Flavour, Preservative (**220**)], Port, Currants, **Walnuts**, Brandy, Thickeners (1422, 440, 415), Vinegar, Mixed Spice, Preservative (202), Acidity Regulator (330), Natural Colour (163), Natural Flavour}, Dusting Sugar (0.8%).
Fruit Mince Pies Contain 11% Sultanas, 6% Butter, 2.8% Cranberries, 0.8% Cherries, 0.7% Walnuts And 0.5% Brandy.

CONTAINS WHEAT, SULPHITES, MILK AND WALNUTS.

- 4 **MAY BE PRESENT: OTHER TREE NUTS**

or

MAY CONTAIN OTHER TREE NUTS.

Tree nuts specifically identified

Ingredients and Allergens

The ingredients must appear with the NIP on back of pack.

1. The format is as shown left. Text appears in title case in Helvetica Neue 85 Heavy, 55 Roman and 56 Italic.
2. Where space is limited, condensed versions of the above can be used.
3. Allergenic ingredients and derivatives are highlighted in bold wherever they appear, in addition to a standardised **CONTAINS...** summary statement which appears below the listing in upper case Helvetica Neue 85 Heavy. The summary statement must list all declarable allergenic ingredients in the product, as per Standard Clause 1.2.3 - 4 of the Food Standards Code.
4. If appropriate, a standardised precautionary statement is added. This should match the statement detailed in the authorised ALDI PIF. If the VITAL tool was used to determine the allergen risks, then the **MAY BE PRESENT:** version is used, otherwise the **MAY CONTAIN** version is used.

Percentage of characterising ingredient in overall ingredients list.

Ingredients: Sugar, Cocoa Butter, Full Cream **Milk** Powder, Cocoa Mass, Vegetable Oils, Roasted **Hazelnuts** (4.1%), Butter Oil (From **Milk**), Roasted **Almonds** (2.2%), Humectants (420, 422), Dried Skim **Milk** Powder, Invert Sugar Syrup, Glucose Syrup (From **Wheat**), Ground Roasted Coffee (0.6%), Roasted **Macadamias** (0.6%), Emulsifier (322 From **Soy**), Kirsch (0.3%), Cognac (0.1%), Rum (0.1%), Honey (0.1%), Natural Flavours, Cocoa Powder, Butter (From **Milk**), Dried **Egg** White.

Dark Chocolate (11%) Contains 44% Cocoa Solids Minimum.

Chocolate Nut Bar Contains 4.8% Cocoa Solids Minimum.

CONTAINS MILK, HAZELNUTS, ALMONDS, MACADAMIAS, SOY AND EGGS.

MAY BE PRESENT: OTHER TREE NUTS.

Percentage of characterising component in characterising ingredient.

Percentage of characterising component in overall product.

Ingredients CONTINUED

Characterising ingredients

Ensure any characterising ingredients are identified in the ingredient list or located directly below the ingredient list. This is to be in addition to any claims made elsewhere on pack regarding the % of characterising ingredients. If percentages would add up to over 100% using the rounding rules, the unrounded percentages can be used - provided that these are not expressed in more than 3 significant figures.

Note: For characterising ingredients present at 5% or more these are rounded to a whole number and ingredients present at less than 5% are rounded to 1 decimal place. This will be prescribed in the PIF.

Ingredients: Dark Chocolate (18%) [Sugar, Cocoa Mass, Cocoa Butter, **Milk** Solids, Emulsifiers (322 From **Soy**, 476), Natural Vanilla Flavour], Jam [Sugar, Fruit, Thickener (440), Acidity Regulator (330)], Sugar, Self Raising Flour [Contains **Wheat**, Raising Agents (339, 341, 450, 500), Vitamins (Thiamin, Folic Acid)], Full Cream **Milk**, **Eggs**, Alkalised Cocoa Powder (8%), Vegetable Oil, White Compound Chocolate (4.5%) [Contains **Milk**, Emulsifier (322 From **Soy**), Natural Vanilla Flavour], Flavour (From **Hazelnut**), Iodised Salt, Baking Powder [Raising Agents (450, 500), **Wheat** Starch], Emulsifier (322 From **Soy**), Preservative (202), Colours (120, 150b).

Dark Chocolate Contains 58% Cocoa Solids Minimum.

Triple Chocolate Muffins Contain 18% Cocoa Solids Minimum.

Contains Sustainable Palm Oil.

CONTAINS WHEAT, EGG, MILK, SOY AND HAZELNUT.

MAY CONTAIN OTHER TREE NUTS.

Ingredients CONTINUED

Sustainable Palm Oil

To provide customers transparency on product ingredients, ALDI branded products containing either:

- Palm Oil (including if named as “Vegetable Oil”); or
- Palm Kernel Oil (including if named as “Vegetable Oil”); or
- Palm Derivatives & Fractions that contain the word “palm” as part of the ingredient name (e.g. Cetyl Palmitate)

and provided the ingredient is RSPO certified, will include one of two statements, below the ingredients list and before any allergy statements, based on the following criteria:

Where the Mass Balance (MB) certification system of the RSPO is used; and at least 95% of the palm oil used is from certified sources:

Contributes to the Production of Sustainable Palm Oil.

Where the Segregated or Identity Preserved certification systems of the RSPO are used; and at least 95% of the palm oil used is from segregated sources:
















Contains Sustainable Palm Oil.
















Where a blend of sources are used, only the MB claim can be used on pack.

Palm Oil Free claims are not permitted to be made under any circumstance.

Cooking instructions

Cooking instruction icons appear as shown left. An icon highlighting each cooking method is placed at the start of each section and the text that follows will be outlined in the approved PIF. The full colour version is the preferred choice.

 OVEN	 ELECTRIC	190°C	50 - 55 minutes
	 FAN	170°C	50 - 55 minutes
	 GAS	Gas Mark 5	50 - 55 minutes
Place on a baking tray. Brush with beaten egg or milk and place in a preheated oven for time specified above, or until pastry is golden brown and the pie is thoroughly cooked and piping hot throughout.			
 MICROWAVE	OVEN WATTAGE		TOTAL COOKING TIME
	B/650W		7 minutes
	D/750W		6 minutes
	E/1000W		5 minutes
Place on a microwavable dish. Place in microwave on a medium high heat for the time specified above or until pastry is golden brown and the pie is thoroughly cooked and piping hot throughout.			
 GRILL	10 - 15 minutes		
	Place on a wire rack, brush lightly with oil or butter. Cook in the grill on a medium heat, turning once half way through cooking time. Cook until golden brown.		
 STIR-FRY	7 minutes		
	Add oil to the wok and heat through, add pack contents and stir occasionally.		
 BBQ	Additional 5 minutes		
	Cook as instructed, place on BBQ for 5 minutes for BBQ taste.		
 STEAM	10 minutes		
	Place contents in a steamer and place over the top of a pan of boiling water. Allow to steam throughout for 10 minutes.		
 FRY	4 - 6 minutes		
	Add butter or oil to the frying pan, allow to heat through before putting the contents into pan. Turning once half way through cooking time and cook for 4 - 6 minutes or until golden brown.		
 BOIL	15 minutes		
	Add contents to a pan of boiling water. Leave to cook for 15 minutes, stirring occasionally, check cooked throughout before serving.		
 STOVE TOP	5 - 6 minutes		
	Empty contents into a saucepan and heat gently for 5-6 minutes stirring occasionally. Do not boil.		
 DEEP FRY	4 - 6 minutes		
	Fry in hot oil for 4 - 6 minutes or until crispy and golden. Drain well before serving.		
 TOAST	10 minutes		
	Place the frozen potato waffles vertically in the toaster. Set the browning control to maximum. Press the lever to toast, after the initial 'pop-up' repeat the process until the waffles are golden brown and piping hot throughout. Unplug the toaster and leave to cool before removing the waffles from the toaster.		
 SHALLOW FRY	10 minutes		
	Add to a tablespoon of oil in a frying pan and fry over a medium heat for the time stated above, turning occasionally. Drain well before serving.		

 OVEN	 ELECTRIC	190°C	50 - 55 minutes
	 FAN	170°C	50 - 55 minutes
	 GAS	Gas Mark 5	50 - 55 minutes
Place on a baking tray. Brush with beaten egg or milk and place in a preheated oven for time specified above, or until pastry is golden brown and the pie is thoroughly cooked and piping hot throughout.			
 MICROWAVE	OVEN WATTAGE		TOTAL COOKING TIME
	B/650W		7 minutes
	D/750W		6 minutes
	E/1000W		5 minutes
Place on a microwavable dish. Place in microwave on a medium high heat for the time specified above or until pastry is golden brown and the pie is thoroughly cooked and piping hot throughout.			
 GRILL	10 - 15 minutes		
	Place on a wire rack, brush lightly with oil or butter. Cook in the grill on a medium heat, turning once half way through cooking time. Cook until golden brown.		
 STIR-FRY	7 minutes		
	Add oil to the wok and heat through, add pack contents and stir occasionally.		
 BBQ	Additional 5 minutes		
	Cook as instructed, place on BBQ for 5 minutes for BBQ taste.		
 STEAM	10 minutes		
	Place contents in a steamer and place over the top of a pan of boiling water. Allow to steam throughout for 10 minutes.		
 FRY	4 - 6 minutes		
	Add butter or oil to the frying pan, allow to heat half way through putting the contents into pan. Turning once half way through cooking time and cook for 4 - 6 minutes or until golden brown.		
 BOIL	15 minutes		
	Add contents to a pan of boiling water. Leave to cook for 15 minutes, stirring occasionally, check cooked throughout before serving.		
 STOVE TOP	5 - 6 minutes		
	Empty contents into a saucepan and heat gently for 5-6 minutes stirring occasionally. Do not boil.		
 DEEP FRY	4 - 6 minutes		
	Fry in hot oil for 4 - 6 minutes or until crispy and golden. Drain well before serving.		
 TOAST	10 minutes		
	Place the frozen potato waffles vertically in the toaster. Set the browning control to maximum. Press the lever to toast, after the initial 'pop-up' repeat the process until the waffles are golden brown and piping hot throughout. Unplug the toaster and leave to cool before removing the waffles from the toaster.		
 SHALLOW FRY	10 minutes		
	Add to a tablespoon of oil in a frying pan and fry over a medium heat for the time stated above, turning occasionally. Drain well before serving.		

Positional text only – specific copy will be provided within the approved PIF tabs for each project



LI'L SNACKERZ™ is a trademark of ALDI Stores.

The Olive
Tree®

THE OLIVE TREE® is a registered trademark of ALDI Stores.

Trademark symbols and statements

There are two possible symbols used on pack ™ or ®.

™ is used for product/brand names that are Trademarked, meaning that the registration process has already been started.

® is used for product/brand names that are a Registered Trademark, meaning that the brand name has been through the trademark registration process and is now fully registered.

The Technical Service Provider will detail on the PIF if the product is either ™ or ® based on information supplied by ALDI regarding the current trademark status. This is then reflected on pack through one of the following statements, in Helvetica 55 Roman (or 57 Condensed):

BRAND NAME™ is a trademark of ALDI Stores.

BRAND NAME® is a registered trademark of ALDI Stores.

The statement appears before the guarantee on pack.

The trademark name in text must always appear in capital letters regardless of how it is written in the logo.

The applicable ™ or ® symbols must also appear wherever the trademark brand names appears, either in a logo or written in text. How the symbol appears in relation to the logo will be covered in a given brand's guideline or framework.

- 1 ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store for a full refund or replacement.
- 2 ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store, within 60 days from the date of purchase, for a full refund or replacement.
- 3 ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store within 60 days from the date of purchase for a full refund or replacement, or take advantage of our after sales support by calling the supplier's Customer Service Hotline.
- 4 Specially made for ALDI STORES 1 SARGENTS ROAD MINCHINBURY NSW 2770
www.aldi.com.au

ALDI Guarantee Statement

There are four options for the wording of the ALDI Guarantee as shown left. The guarantee can run to as many lines as space dictates and appears in Helvetica Neue 55 Roman (or 57 Condensed if space is restricted).

1. Core range, seasonal, trial and all grocery specials.
2. Non food specials that come without a warranty or shelf life.
3. Non food specials that come with a warranty and product identification plate. Refer to the ALDI Warranty Style Guidelines, available separately.
4. Alcoholic beverages.

ALDI STORES, 1 SARGENTS ROAD MINCHINBURY NSW 2770
www.aldi.com.au

ALDI STORES, 1 SARGENTS ROAD
MINCHINBURY NSW 2770
www.aldi.com.au

ALDI STORES
1 SARGENTS ROAD
MINCHINBURY NSW 2770
www.aldi.com.au




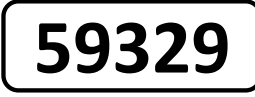
ALDI address and website

The ALDI address and website can appear in one of three formats as shown left. The address appears in Helvetica Neue 55 Roman and the website in 85 Heavy (or the condensed equivalents if space is restricted).

Where appropriate to do so, the address and website can be left aligned.

Note how the comma is omitted after STORES in the third example.

Both the address and website must appear in the same colour, with no underline.

Phase	Content	Current design	Future design
Interim	Article PLU & Variant PLU		
			

PLU numbers

ALDI changes its globally defined PLU design.

- The new design eases lookup and identification of Article PLU and Variant PLU
- Improves cooperation with ALDI NORTH and facilitates harmonised packaging

The future ALDI SOUTH PLU design is harmonised with ALDI NORTH.

It will become effective when distributed in a future release of the Barcode & QR Code guideline.

10c REFUND AT COLLECTION DEPOTS/POINTS IN
PARTICIPATING STATE/TERRITORY OF PURCHASE Minimum 1.5mm /6pt text

10c REFUND AT COLLECTION DEPOTS/POINTS IN
PARTICIPATING STATE/TERRITORY OF PURCHASE

Preferred 3mm clear zone around statement

10c REFUND AT COLLECTION DEPOTS/POINTS IN
PARTICIPATING STATE/TERRITORY OF PURCHASE

Condensed font can be used when space is restricted

10c refund scheme

As per legislation, all beverage containers subject to the Container Deposit Schemes must display a barcode and the approved deposit refund marking:

10c REFUND AT COLLECTION DEPOTS/POINTS IN
PARTICIPATING STATE/TERRITORY OF PURCHASE

The statement must be used on ALDI Packaging only when advised that they are applicable for use by the Technical Service Provider in the PIF.

The smaller text in the wording must be a minimum of 1.5mm in height, which equates to 6pt Helvetica Neue. The 10c text is then scaled to be the same height as the two lines of text.

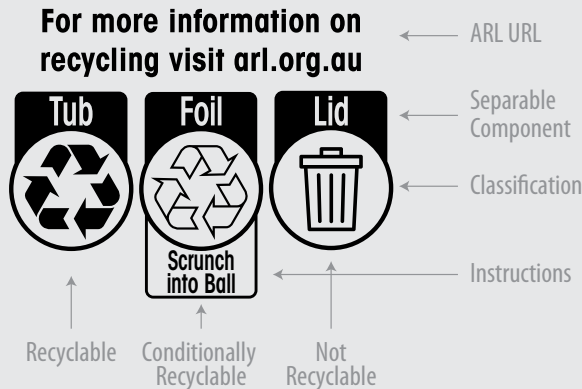
A minimum 3mm 'free space' boundary around the refund marking is recommended. If 3mm clearance is not achievable, comply as close to 3mm as possible.

The following examples are not permitted refund statements:

'10c refund at collection depots when sold in SA'

'10c refund at SA/NT collection depots in State/Territory of purchase'

Guidelines:
More detailed
information can be found
in the APCO Packaging
Recycling Label Program
User Guide on the ALDI
Brand Manager Website



Separable components



Australasian Recycling Label (ARL) (3rd Party)

ARL is mandatory for all new products. Application of ARL will require ALDI Corporate Responsibility or dedicated Technical Service Provider (TSP) to assess a product's packaging material, dimensions and weight and advise on the correct ARL logo. The ARL is created using packaging data provided by the supplier in the Packaging Collection Form (PCF), which creates a product-specific PREP report. ALDI will only accept PREP reports conducted by ALDI or an agency contracted to produce this on its behalf (e.g. ecoVeritas). If a supplier has not received a copy of the PCF template, the supplier should request a copy from the relevant Buying contact.

Separable components

Where product packaging consists of separable components (for example a box and lid), each component requires its own ARL symbol (1). They should not be combined in one (2).

The separable component names should be aligned with those in the product-specific PREP Report. In the event that a Micro ARL is used, please refer to the guidance in Section 3.17 (Micro ARL).

Approved ARL Component Names

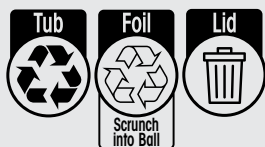
The packaging component names within the ARL must be selected from the APCO Approved Component name list. Standardised component names are helpful for consumers to correctly identify separable components. Refer to Appendix 5. of the ARL User Guide for the selection of Separable Component names.

Instructions tab

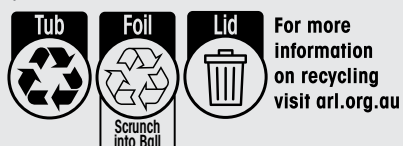
Only approved instructions can be applied to conditionally recyclable items. The instructions tab may deepen to a maximum of three lines to accommodate text.

URL

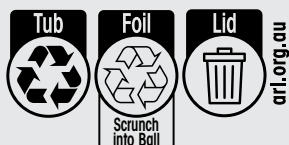
3 For more information on recycling visit arl.org.au



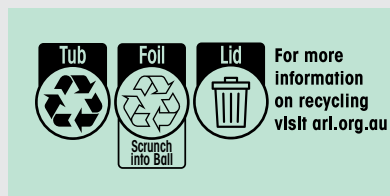
4



5

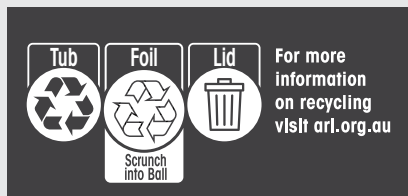


Colour



For use on lighter backgrounds

6



For use on darker backgrounds

URL

The URL (For more information on recycling visit arl.org.au) must always be present when using the ARL to direct consumers to further information. There are three options.

It can appear above (3) or to the right (4) of the ARL. In cases of limited on-pack labelling area, it is permitted to display just the URL vertically along the right hand side of the ARL (5).

Colour

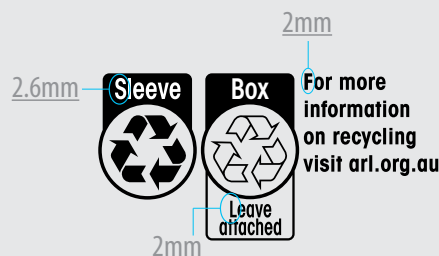
- The ARL symbol may be any one solid colour so long as the symbol(s) are clear, legible and compatible with the packaging background.
- The ARL is not permitted to be placed on a busy background. A solid colour background is preferable.
- A reversed version has been created for darker backgrounds (6).

Standard ARL

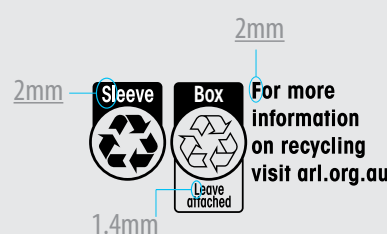
Minimum Size
7



Best Practice (2mm instructional text height)



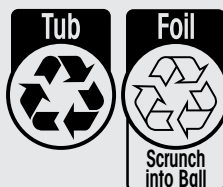
Optional (1.4mm instructional text height)



Position

8

Best Practice



Optional



Size and position

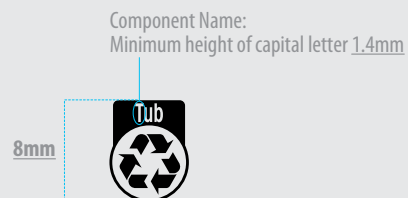
- The minimum size of the ARL is 12mm high (7) (not including the instruction tab). A reduced minimum size of 8mm (Micro ARL) can be used in certain circumstances, see Section 3.17.
- The minimum text size for the component name and URL text is 2mm in height. For the conditional recyclability instructional text, this can be reduced to a minimum of 1.4mm in height where space is limited. This height is reflective of the first letter in text (i.e. **capital letters**).
- The ARL should be positioned in an easily accessible position, typically close to the barcode. The logos should be arranged horizontally where possible. Vertical arrangement is available as a secondary option (8).

Font

- Font for the separable component name, URL and any consumer instruction text must be ITC Avant Garde Gothic, Demi Condensed.

Micro ARL

9



Important Note:
Members must use the ARL artwork EPS files as they appear when downloaded or as sent by APCO. The ARL designs must not be altered other than when explicitly authorised by APCO.

Use with other logos

10



Micro ARL

For small packaging projects where on-pack labelling area is limited, a Micro ARL may be suitable for use. The minimum height is decreased to 8mm, and the component name text is reduced to 1.4mm.

The Micro ARL is only permitted when the following two conditions apply:

- The external surface area of the packaging is less than 100 cm²
- The separable component name can have no more than four letters. If the component name is longer than 4 letters, adopt the synonym from the list of approved component names in APCO's User Guide Appendix 5.

If the Micro ARL still cannot fit on the printable area of a pack (for example, a sticker label with limited size) the artwork can be submitted to ALDI CR to investigate the opportunity for an exemption. ALDI CR retains the right to approve or deny ARL labelling exemptions on a case-by-case basis.

Use with other logos

The ARL should not be used next to symbols that may confuse the recycling message for consumers, such as littering symbols or alternative recycling symbols that have not been approved by APCO.

The only approved alternate recycling message is the AS 5810-2010 Home Compostable logo. The compostable component should be labelled as Not Recyclable on the ARL and the Home Compostable logo placed adjacent to it (10).

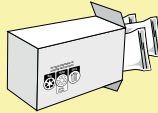

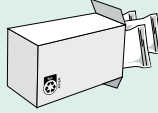
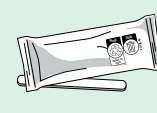
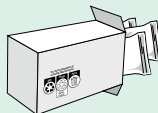

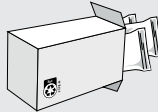

11



12



13

Best Practice	<p>For more information on recycling visit arl.org.au</p> <p>Box Wrap Stick</p> <p>Return to store</p>  <p>Label all components on the outermost packaging.</p>	<p>Wrap Stick</p> <p>Return to store</p>  <p>Label each component again.</p>
Optional	<p>Box</p> <p>arl.org.au</p>  <p>Labelling the outer packaging on the outer packaging.</p>	<p>Wrap Stick</p> <p>Return to store</p>  <p>Labelling of components on inner packaging present when products are consumed.</p>
Optional	<p>For more information on recycling visit arl.org.au</p> <p>Box Wrap Stick</p> <p>Return to store</p>  <p>Label all components on the outermost component.</p>	 <p>No labelling of inner packaging components.</p>
Not permitted	<p>Box</p> <p>arl.org.au</p>  <p>Labelling the outer packaging on the outer packaging.</p>	 <p>No labelling of inner packaging components.</p>

Separable component exemptions

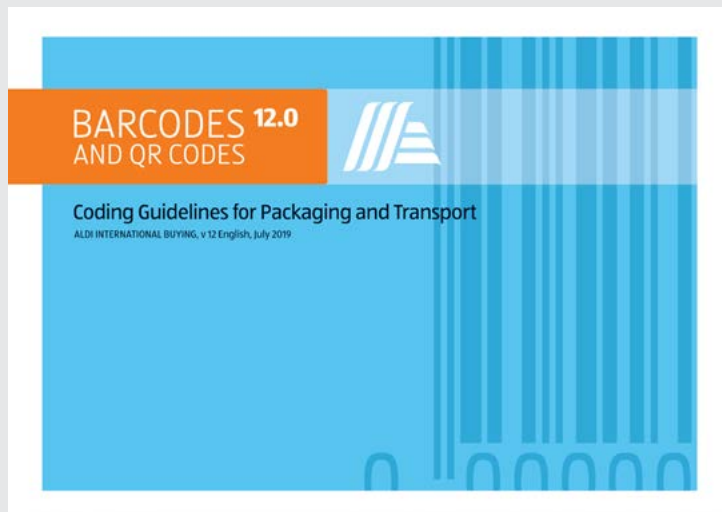
- If packaging labelling real-estate is limited, only **two non-recyclable** components can be combined within one standard ARL (11). Evidence of the item's limited pack labelling space must be kept for auditing purposes.
- If you have a packaging format that is composed of multiples of the same component, these components may be labelled with one ARL so long as they meet the following conditions:
 - They are made of the same materials (all primary and secondary materials)
 - They have the same recyclability outcome (as they are the same materials)
 - The components serve the same functionality, and
 - Consumers will identify them as the same component.

For example, you may have multiple 'Dividers' within a larger box – these can be represented by the one, pluralised ARL: 'Dividers' (12).

Multi Pack Products

Placement of the ARL on-pack should reflect how the packaging will be disposed of by consumers. Outer packaging should have the ARL on-pack relevant to all packaging, whilst the inner packaging should be labelled with their relevant ARL. For example, a box containing ice-creams will have the Box, Wrap and Stick ARL on the box, whilst the wrap is labelled with the ARL for both the Wrap and Stick (as the stick cannot be printed on individually). This ensures relevant recycling information of packaging at the time of packaging disposal (13).

4. Barcodes



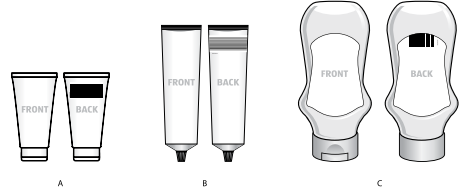
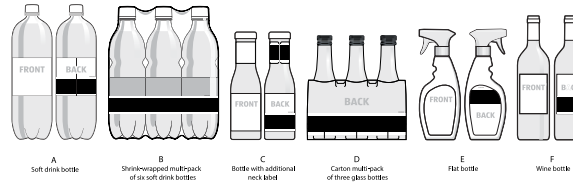
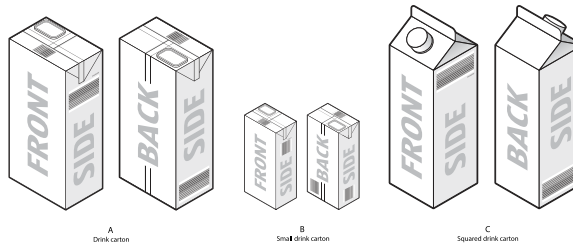
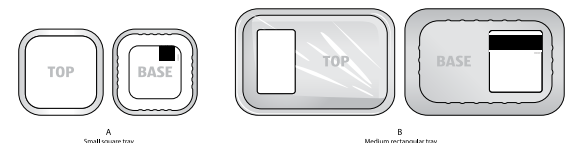
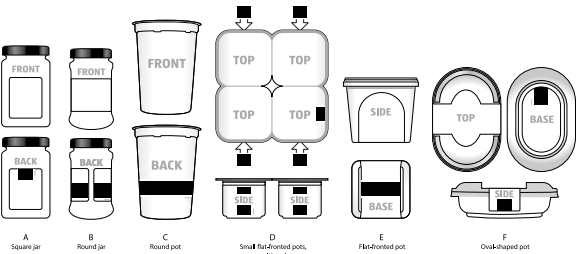
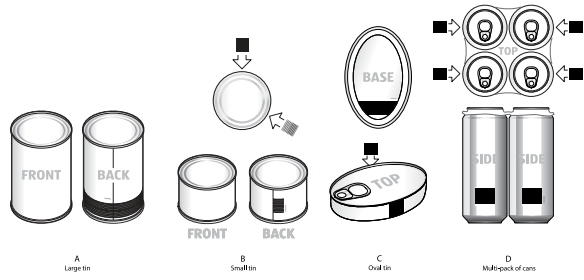
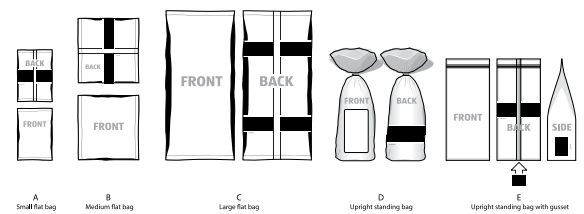
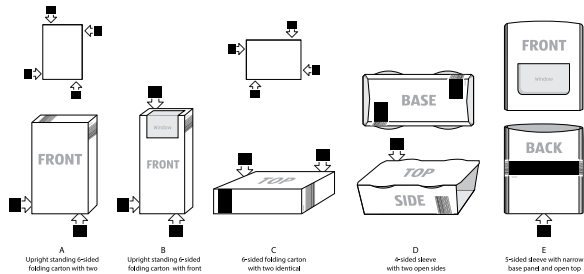
Barcodes and QR Code Guidelines

ALDI barcode guidelines detail the requirements for the placement of multiple barcodes on packs and the use of PLU numbers on larger packs. These were created by Tjarks and Tjarks in the UK:

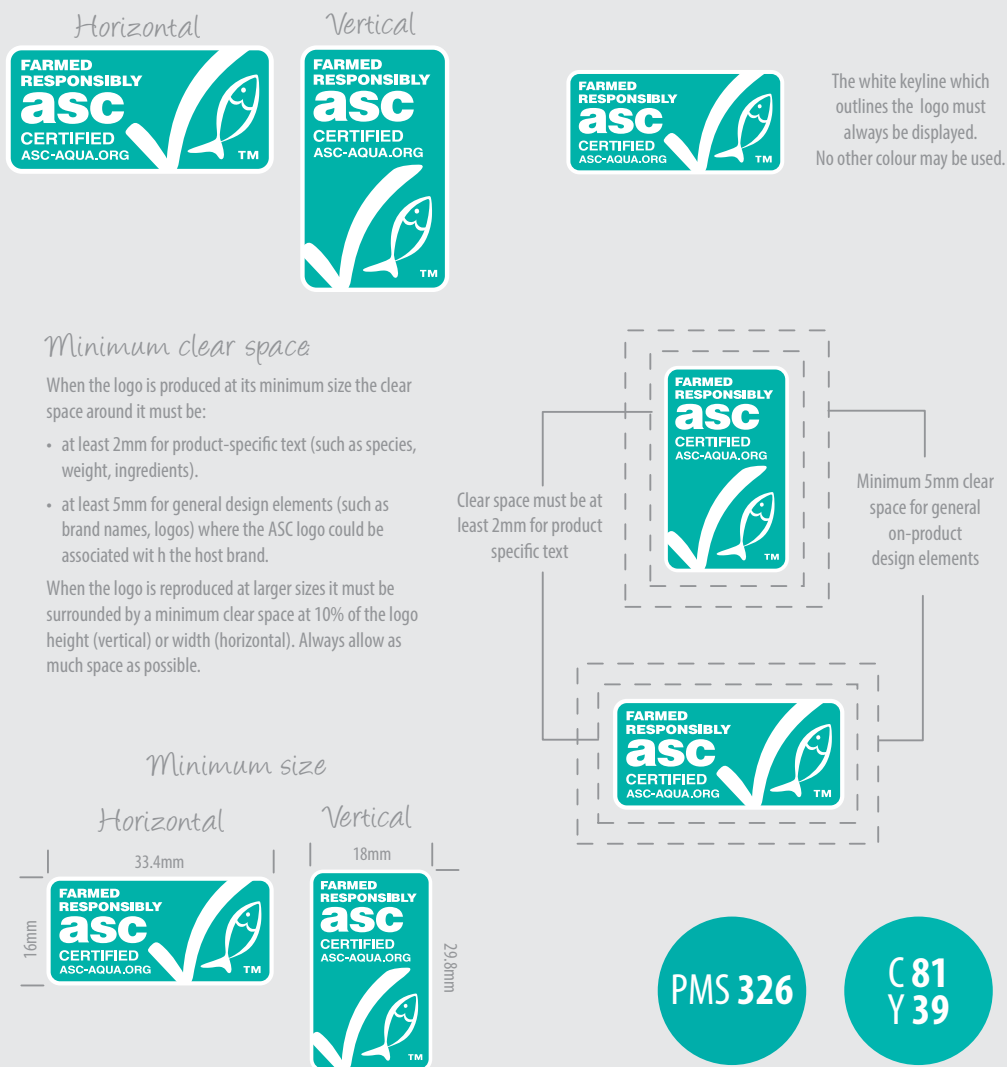
Tjarks and Tjarks Design Limited
NWS House, Purley Point, 1 High Street, Purley, Surrey, CR8 2AF, UK
T: +44 (0) 20 8645 5900
E-mail: styleguides@tjarksandtjarks.com

The latest guidelines are available from ALDI's Brand Manager Website.

See the following page for a quick guide reference.



5. Corporate Responsibility



- Position:** The ASC logo must appear on the front of the packaging to ensure it is immediately visible to consumers.
- Colour:** The aqua green version of the ASC logo is always preferred. However, if your package is black and white only, a mono version is available.
- The Chain of Custody code:** Every ASC labelled product must carry a Chain of Custody code following the format of ASC-C-xxxxx that refers to the producer of the product. It can be displayed anywhere on your materials and should be readable. The code will be provided by your certifier or supplier.
- The ASC Claim:** When the ASC logo is used on a product, it must always be accompanied by the ASC claim. The ASC claim can go anywhere on a pack and is available in five versions:
 - Thank you for choosing a product that has met the ASC's global standard for responsibly farmed seafood. Together we can help transform aquaculture towards environmental sustainability and social responsibility. www.asc-aqua.org
 - This product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. www.asc-aqua.org
 - The [insert seafood species] in this product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. www.asc-aqua.org
 - This product has met the ASC's global standard for responsibly farmed seafood. www.asc-aqua.org
 - ASC certified as responsibly farmed. www.asc-aqua.org
- Guidelines:** More detailed information can be found in the ASC Guidelines on the ALDI Brand Manager Website



Applicable CGs: All Products containing Fish & Seafood

3rd Party Approval Required: Yes - ASC approval required for each Artwork

Approval Instructions: Fill the [ASC Product Approval Form](#) and send to the ASC Licensing Team at the following email ecolabel@msc.org

5 - Corporate Responsibility Australian Livestock Processing Industry Animal Welfare Certification System (AAWCS)



Primary version



Reversed version



Minimum size



10.5mm

The logo should not be reduced below 10.5mm in width for ALDI branded products.

Minimum clear space



The exclusion zone is obtained and measured by the area marked 'X' and then applied to the top, bottom, left and right of the brand mark.



PMS 348



PMS 360



C 100
M 4
Y 87
K 18



C 62
Y 78

The AAWCS is an independently audited animal welfare program. Its role is to ensure suppliers receive, care for and humanely process livestock to best practice animal welfare standards whilst under their control.

Typography

The primary fonts as specified below should be used in most applications such as stationery, literature, advertising or any other printed media.

- PRIMARY FONTS: Berthold Akzidenz Grotesk Bold Condensed
- PRIMARY FONTS – HEADLINES: Berthold Akzidenz Grotesk Bold
- PRIMARY FONTS – TEXT: Berthold Akzidenz Grotesk Light/Regular/Bold
- SECONDARY FONTS – HEADING + TEXT: Arial may be used in instances where Berthold Akzidenz Grotesk is not available. For example - Print collateral prepared with Microsoft Word and printed inhouse.

The AAWCS trademark must be accompanied by the following statement which should be positioned adjacent to the Trademark:

Prepared under an independently certified animal welfare system in accordance with best practice animal welfare standards for livestock from receipt to humane processing.



Applicable CGs: All fresh meat products

3rd Party Approval Required: No

Approval Instructions: Obtain logo through direct contact with AAWCS: admin@amic.org.au

Standard Logo Design



Parent Logo



BAP Certified Acronym Logo



Stars Logo Design



1-Star Designation Logo



2-Star Designation Logo



3-Star Designation Logo



3-Star Designation Logo



4-Star Designation Logo



Bulk Packaging Logo

BAP is the world's most comprehensive third-party aquaculture certification solution, with standards encompassing the entire production chain, including farms, processing plants, hatcheries and feed mills. Additionally, the program addresses every key element of responsible aquaculture, including environmental and social responsibility, food safety, animal health and welfare and traceability.

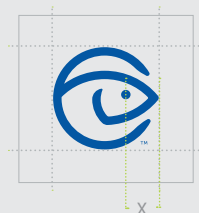
- **Position:**
 - Stars logo must be displayed, either in front or back of packaging.
 - Standard logo in front-pack is optional.
- **Colour:** see left.
- **The Chain of Custody code:** All Stars Logo must contain the Certification Number provided by supplier.
- **Stars:** The number of stars and which logo to be used must be informed by the Supplier.
- **Guidelines:** More detailed information can be found in the BAP Guidelines on the ALDI Brand Manager Website.

Print Minimum

X = 0.39 inch / 1.0 cm



Clear Space



Applicable CGs: All Products containing Fish & Seafood.

3rd Party Approval Required: Yes - Approval needed as a one-off. After logo is supplied it is not necessary to send every artwork to BAP.

Approval Instructions: To obtain the logo, the supplier must contact a BAP Certification Specialist through the email logos@bapcertification.org.

Additional Comments: Only BAP 2 stars or above can have the logo on pack.



Be Treatwise® is a programme that promotes and encourages responsible consumption of confectionery and confectionery-related treats.

- In ALDI, it will be used on the packaging of products in commodity groups 40 - Confectionery and 42 - Chocolates.
- 1. Wherever practical, ALDI prefers to use the default pink and blue colour.
- 2. A monochrome version is also acceptable.
- 3. The colours of the logo can change to colours from the existing printing palette of the packaging, provided that:
 - Red, amber or green should be avoided unless they are the primary colour of the pack.
- The word 'treat' should be differentiated in colour from 'Be' and 'wise' (which should be in the same colour). Please consult the Buying Director for design options.
- It is recommended that the logo should be used in the range of 22mm wide to 45 mm wide.
- **Guidelines:** More detailed information can be found in the Be treatwise® Style Guide (2016) on the ALDI Brand Manager Website
- **Legibility:** Please refer to Australia New Zealand Food Standards Code - Standard 1.2.1 - Requirement to have labels or otherwise provide information, Division 6, Clause 24 and 25.

Standard Logo Design



www.blauer-engel.de/uz5
 • low use of energy and water in the manufacturing process
 • made from 100% waste paper
 • particularly low level of harmful materials



www.blauer-engel.de/uz5



www.blauer-engel.de/uz5
 • low use of energy and water in the manufacturing process
 • made from 100% waste paper
 • particularly low level of harmful materials

Minimum Size

The minimum image size of the logo is 10 mm.



10 mm



A black version can be used with authorization.

The minimum image size of the short link is 30 x 3.5 mm. (font: 7pt – Bold/Regular)

www.blauer-engel.de/uz5

30 mm

www.blauer-engel.de/uz5

30 mm

3,5 mm

The minimum image size of the explanatory box without the logo is 32 mm in length.

The minimum image size of the explanatory box with the logo is 45.2 mm in length.

The height of the explanatory boxes may vary to the range of text. The boxes shall not be distorted.

www.blauer-engel.de/uz5
 • low use of energy and water in the manufacturing process
 • made from 100% waste paper
 • particularly low level of harmful materials

32 mm

www.blauer-engel.de/uz5
 • low use of energy and water in the manufacturing process
 • made from 100% waste paper
 • particularly low level of harmful materials

32 mm

www.blauer-engel.de/uz5
 • low use of energy and water in the manufacturing process
 • made from 100% waste paper
 • particularly low level of harmful materials

45,2 mm

www.blauer-engel.de/uz5
 • low use of energy and water in the manufacturing process
 • made from 100% waste paper
 • particularly low level of harmful materials

45,2 mm

- The Blue Angel logo must be used for every Blue Angel certified product, as stated by the Supplier and validated by the Technical Service Provider (TSP).
- It is only permitted to use the logo with a short link that states the UZ number (E.g. www.blauer-engel.de/uz5). The short link may or may not be accompanied by the description of the advantages of using the logo (see the three options on the left).
- The logo and the short link should be near to one another, where possible.
- If the logo and the short link are depicted in the rear of the product, the Blue Angel logo can be depicted in front of the label without the short link.
- Guidelines:** More detailed information can be found in the Blue Angel Guidelines on the ALDI Brand Manager Website



Applicable CGs: All Products containing Wood, Paper or Pulp.

3rd Party Approval Required: Yes - Approval needed for first artwork only.

After the logo is supplied, further approval is not necessary.

Approval Instructions: To obtain the logo, the supplier must email RAL gGmbH for approval at: umweltzeichen@ral.de

5 - Corporate Responsibility BPA Free logo (ALDI specific)



- Where applicable to your product, the BPA Free logo can be added to the front of pack.
- Where space allows, it can be repeated on the back of pack.
- The logo normally prints as CMYK, though Pantone colours are listed should additional spot colours be available.
- Note also the minimum size and clear space instructions.
- **IMPORTANT NOTE:** If a product consists of many different plastic components (for example, a coffee machine or blender) and many components have food or mouth contact, the marketing material must indicate with disclaimers, wording or pointers which material exactly has been tested to be BPA-Free.

1

Minimum 65mm

Minimum 45mm

Minimum 40mm

Minimum 20mm

2

Minimum 60mm

Minimum 30mm

Minimum 37mm

Note:
Just because we have seven colours doesn't mean you need to use all of them in one document! Try to limit to a maximum of three colours on one page.

3

Gotham Rounded Bold (Main Heading font)
This font is a friendly but formal business font

Gotham Rounded Book (Body Copy Font)
This font is a friendly but formal business font

Century Gothic Bold (Heading Font)
Use this font for emails

Century Gothic Regular (Body Copy Font)
Use this font for emails

Corky (Alternate Heading Font - use sparingly)
This font is a friendly, informal and fun font

4

	CMYK 0/1/100/0	Pantone Process Yellow	RGB 255/221/0
	CMYK 100/0/0/0	Pantone Process Cyan	RGB 0/174/239
	CMYK 3/89/0/0	Pantone Rhodamine Red	RGB 230/64/151
	CMYK 38/88/0/0	Pantone Purple	RGB 165/68/153
	CMYK 0/90/86/0	Pantone 032	RGB 238/52/47
	CMYK 0/60/95/0	Pantone	RGB 247/147/30
	CMYK 45/0/100/0	Pantone 375	RGB 190/215/48

- **Logos:** Left are our preferred logos. These logos can be obtained by contacting Camp Quality at support@campquality.org.au. When choosing a logo consider the following:
 - **What space do you have for the logo?** See (left) the minimum sizes each logo can be used. If using 'laughter is the best medicine logo' tagline must be legible or use without.
 - **What is the background the logo will be placed on?** If the background is white, you can safely use the logo with no background (1). If the background is a photographic image, or coloured, you will want to use the yellow background logo (2).
- **Where the logo is used on pack for a CRM:** Additional text will be required to promote the fundraising nature of the campaign.
 - The text "X from this pack will be donated to Camp Quality" (where X represents the per pack donation ALDI will give to Camp Quality)
 - This text should be positioned with the CQ logo
 - This text may be presented in a way that allows the substitution of the words 'Camp Quality' with the logo itself
 - This text should be presented in a fashion that compliments the CQ logo and the overall pack design
- **Typefaces:** We have a range of typefaces appropriate for different applications (3). If you don't have these typefaces installed on your computer, please contact Camp Quality.
- **Colours:** There are seven different colours in the Camp Quality colour palette (4) and you'll find them on all our printed materials and digital assets. In order for our colours to reproduce correctly you must select the correct colour breakdown for your application.



Applicable CGs: All

3rd Party Approval Required: Camp Quality. Allow 3 business days for approval process

Approval Instructions: Email a .PDF copy of all product artwork carrying the CQ logo to: support@campquality.org.au

Additional Comments: Got a brand question? Call the Camp Quality Marketing Team
Tel: 02 9876 0500



Home Compostable

AS 5810
ABAX 9999

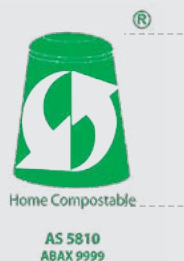
The logo can be in
any mono-colour

Minimum clear space



The clear space must equal at least half the height of the logo (see graphic above) and must be kept free of any other graphical elements, words, symbols etc. - apart from the ® symbol.

Minimum size



Minimum size allowed for electronic use is 70 pixels high and 61 pixels wide.
Minimum size for printed use is 12 mm high and 10.6 mm wide.

Whenever the size of the logo is changed it has to be made sure that the initial proportions of the logo are maintained, so that the logo is not distorted.

For applications in which the logo is small, it has to be made sure that the ® symbol is also small, but not illegible.

HOME COMPOSTABLE

The licence to use the Trade Mark is granted only for such products made from biodegradable and compostable materials which have been assessed by the Australasian Bioplastics Association and conform with the certification programme "Home Compostable Verification Programme".

- The Trade Mark must always be used together with the verification/certification number issued by the Association following verification/certification of the relevant products.
- The Trade Mark may only be reproduced from printed or electronic artwork provided by the Association.
- The Trade Mark must always be used on unpatterned/untexured background (as far as technically possible).
- The Trade Mark must be accompanied by the ® symbol on all products, packaging and all other materials or documents. The registered Trade Mark symbol ® must always be placed in the upper right corner of the Trade Mark.
- An attribution of the Association's ownership of the Trade Mark must be attached to all products, packaging and all other materials, and correspondence with third parties. The attribution does not have to be attached to products or packaging if the small size of the product or packaging does not allow for a legible attribution. The wording to use is the following:



"Home Compostable is a registered trade mark of the Australasian Bioplastics Association".



Applicable CGs: all products with certified compostable packaging

3rd Party Approval Required: No - supplier receives the logo after signing the ABA trademark license agreement

Approval Instructions: TSP and Artwork Approval

Additional Comments: Use of the ABA logos on ALDI-branded products requires a Sub-license agreement between the main license holder (supplier) and ALDI.



Minimum clear space



The clear space must equal at least half the height of the logo (see graphic above) and must be kept free of any other graphical elements, words, symbols etc. - apart from the ® symbol.

Minimum size



Minimum size allowed for electronic use is 70 pixels high and 61 pixels wide.
Minimum size for printed use is 12 mm high and 10.6 mm wide.

Whenever the size of the logo is changed it has to be made sure that the initial proportions of the logo are maintained, so that the logo is not distorted.

For applications in which the logo is small, it has to be made sure that the ® symbol is also small, but not illegible.

INDUSTRIALLY COMPOSTABLE - SEEDLING

- Certification to the Industrially Compostable standard for packaging is not in line with the ALDI Plastics and Packaging Commitments and Home Compostable certification is always the preferred option. Where a product is not available as certified Home Compostable (e.g compostable coffee cups), certified Industrially Compostable products will be accepted.
- The logo must always be used together with the corresponding certificate's registration number on all products, respectively their packaging and all other materials or correspondence with third parties. The logo and the registration number may only be used for products, for which a corresponding, product specific certificate has been issued. The registration number must be placed beneath the logo.
- The Trade Mark must always be used on unpatterned/untexured background (as far as technically possible).
- The logo must be accompanied by the ® on all products, respectively their packaging and all other materials or documents. The registered trademark symbol must always be placed in the upper right corner of the logo above the right leaf, as example left.
- An attribution to the Association's ownership of the logo must be attached to all products, respectively their packaging and all other materials or correspondence with third parties. The format to follow is:

“ is a registered trademark of European Bioplastics e.V. in the EU.”

The attribution does not have to be attached to products, respectively their packaging, if the small size of the product, respectively the packaging does not allow for a legible attribution.



Applicable CGs: all products made of certified industrially compostable materials (not to be used for packaging)

3rd Party Approval Required: No - supplier receives the logo after signing the ABA trademark license agreement

Approval Instructions: TSP and Artwork Approval

Additional Comments: Use of the ABA logos on ALDI-branded products requires a Sub-license agreement between the main license holder (supplier) and ALDI.

The Fairtrade Mark



The Mark (left) signifies that the product is 100% Fairtrade and physically traceable, like coffee. The Mark (right) means that the product that is 100% Fairtrade such as tea, has been traded under mass balance conditions. In a product with multiple ingredients like as a chocolate bar, all the ingredients in the product that can be Fairtrade, are purchased on Fairtrade terms, "all that can be Fairtrade, is Fairtrade". In this case, the Mark right prompts consumers to look at the back of pack for more information about the Mark and the Fairtrade ingredients.



The FAIRTRADE Mark is available in Colour and Black & White versions, the full colour version is recommended.

Clear Space



Recommended Size

Size	Example Applications	Maximum size (width)	Minimum size (width)
A1 (594 x 841 mm)	Posters, display stands	66 mm	60 mm
A2 (420 x 594 mm)	Display stands, POS	46 mm	42 mm
A3 (297 x 420 mm)	Posters, POS, flower bunches	33 mm	31 mm
A4 (210 x 297 mm)	Large packs, 1 litre cartons	21 mm	19 mm
A5 (148 x 210 mm)	Packs and labels	17 mm	15 mm
A6 (105 x 148 mm)	20-50 bag tea pack	15 mm	13 mm
A7 (74 x 105 mm)	750 ml bottle labels	13 mm	11 mm
A8 (52 x 74 mm)	Labels and hang tags	11 mm	9 mm
Sugar sticks etc.		9 mm	7 mm



The FAIRTRADE Mark is an independent, trusted and widely recognised product certification that reinforces the message that Fairtrade producers have benefited from purchase of the product. The FAIRTRADE Mark ensures that international Fairtrade Standards have been met.

- Written approval must be received from your National Fairtrade Organisation or Fairtrade International artwork team prior to printing or public distribution of any packaging that displays the Mark.
- To request an Illustrator EPS file of the FAIRTRADE Mark, see the contact details on the last page of the Fairtrade Mark Guidelines.
- The size guide (left) has been designed to support selection of the recommended size of the Fairtrade Mark.
- The Fairtrade Statement must be placed on any packaged consumer product that is Fairtrade certified.
- The Mark must be placed on the front face of the packaging or product and be visible to the consumer. The Mark should preferably be positioned near the left or right bottom edge or corner.
- Guidelines: More detailed information can be found on in the Fairtrade Marks Guideline on the ALDI Brand Manager Website.



Applicable CGs: 09, 38, 40, 41, 42, 43, 44, 45, 47, 48, 50, 51, 53, 54, 56, 57 or any Food & Beverage product with 100% certified content.

3rd Party Approval Required: Yes in addition to TSP approval. Product must be registered to Fairtrade Connect portal

Approval Instructions: TSP PIF and Artwork Approval

Additional Comments: Any further questions must be submitted to licensing@fairtrade.com.au

5 - Corporate Responsibility Fairtrade Sourced Ingredient Mark (FSI)

The Fairtrade Sourced Ingredient Mark



The FSI Marks are available in colour and black & grey versions, the full colour version of the FSI Mark is strongly recommended.



Exceptional use: Only the white elements are printed when white is the only colour used, e.g. crystal bottles.



Recommended Size

Size	Example Applications	Maximum size (width)	Minimum size (width)
A1 (594 x 841 mm)	Posters, display stands	66 mm	60 mm
A2 (420 x 594 mm)	Display stands, POS	46 mm	42 mm
A3 (297 x 420 mm)	Posters, POS, flower bunches	33 mm	31 mm
A4 (210 x 297 mm)	Large packs, 1 litre cartons	21 mm	19 mm
A5 (148 x 210 mm)	Packs and labels	17 mm	15 mm
A6 (105 x 148 mm)	20-50 bag tea pack	15 mm	13 mm
A7 (74 x 105 mm)	750 ml bottle labels	13 mm	11 mm
A8 (52 x 74 mm)	Labels and hang tags	11 mm	9 mm
Sugar sticks etc.		9 mm	7 mm

Clear Space



Additional Comments: Please note: The mark must be used without the ® Registered Trademark symbol until the registration has been completed by Fairtrade in Australia. Please contact licensing@fairtrade.com.au if you wish to use the registered symbol. Otherwise Fairtrade can be contacted for the correct graphic without the registered trademark. Certified cotton products may also be labelled using this mark, please consult aldicr@aldi.com.au if you wish to use this mark for textiles.

The FSI Mark has been conceived to align with the design of the FAIRTRADE Mark. The separated ingredient tab provides the flexibility necessary for the FSI model to include all Fairtrade commodities, except coffee and bananas.

- Every use of these Marks on packaging and promotional materials require written approval from the licensing body (National Fairtrade Organisation, NFO or Fairtrade International) prior to printing or publishing digitally.
- The arrow on the tab indicates to consumers to look for more information on the back or side of pack.
- Vector files of the FSI Mark will be provided by the NFO when an FSI license contract is signed.
- The FSI Marks are available in colour and black & grey versions, the full colour version of the FSI Mark is strongly recommended.
- Use of two ingredient tabs (1): A maximum of two ingredient tabs are allowed. It's recommended to place the ingredient with the highest content on the left.
- The size guide (left) has been designed to support selection of the recommended size of the FSI Mark.
- When the FSI Mark is used on packaging, the Fairtrade Sourced Ingredient Claim must always be included on the back or side of the pack.
- The FSI mark should be placed in the bottom left corner whenever possible positioned away from the brand (If this hierarchy is reversed and the brand is towards the bottom, the FSI Mark can be placed at the top).
- **Guidelines:** More detailed information can be found on in the Fairtrade Sourced Ingredient Marks Guideline on the ALDI Brand Manager Website.



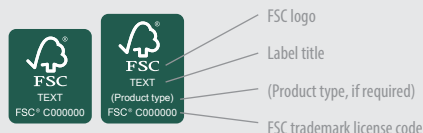
Applicable CGs: 09, 38, 40, 41, 42, 43, 44, 45, 47, 48, 50, 51, 53, 54, 56, 57 or any Food & Beverage product with 100% certified content.

3rd Party Approval Required: Yes in addition to TSP approval. Product must be registered to [Fairtrade Connect portal](#)

Approval Instructions: TSP PIF and Artwork Approval



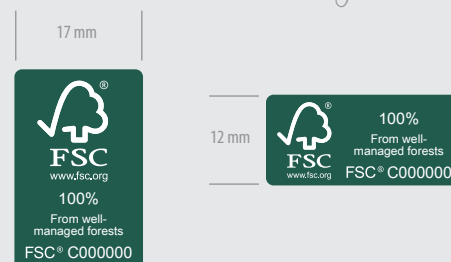
Mini label



The mini label may be always used in the following cases:

- a) Paper size is A5 or smaller
- b) Packaging is 500ml volume or less

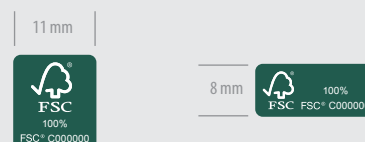
Minimum size standard logo



Minimum clear space



Minimum size mini logo



- The FSC label shall be clearly visible on the product, its packaging or both. Where the normal label placement for a product type is not on the side facing the consumer an extra logo may be used in a more prominent place.
- The label shall not be used to make a partial claim about a product. Where permanent parts of the product (other than any packaging materials or non-forest based materials) are not covered by FSC certification, the FSC label shall not be used.
- The Moebius loop shall not be used without a percentage figure. The figure shall reflect the post- and pre-consumer reclaimed material content, which can be substantiated either through internal procedures or information from the supplier based on their chain of custody processes.
- The FSC trademark license code is automatically added when the label generator is accessed via log-on and password.
- **Guidelines:** More detailed information can be found in the FSC Guidelines on the ALDI Brand Manager Website



Applicable CGs: All products containing wood, paper and pulp based product

3rd Party Approval Required: Yes - Approval from accredited Certification Body required

Approval Instructions: Suppliers must approve each artwork with their certification body. For a full list of certificate bodies use this [link](#).

To generate the logo online, suppliers can access the FSC website and [login to create own logo](#)

Horizontal



Vertical



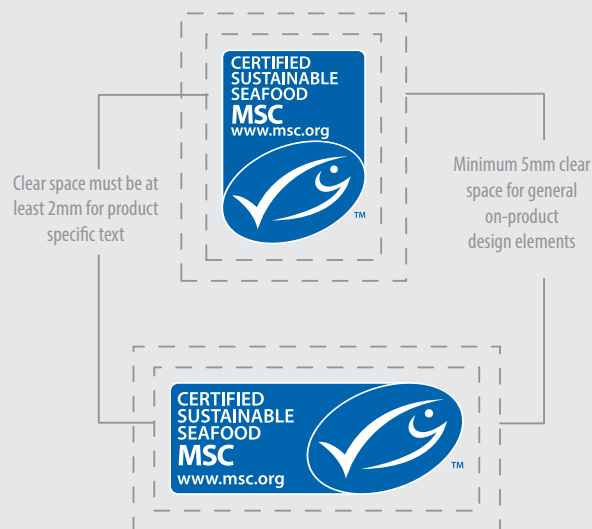
Colour: If you are using the MSC ecolabel on top of an image or dark coloured background please use the version with the white trademark symbol (TM). For light or white backgrounds use the standard version of the TM symbol in blue.

Minimum clear space

When the logo is produced at its minimum size the clear space around it must be:

- at least 2mm for product-specific text (such as species, weight, ingredients).
- at least 5mm for general design elements (such as brand names, logos) where the MSC logo could be associated with the host brand.

When the logo is reproduced at larger sizes it must be surrounded by a minimum clear space at 10% of the logo height (vertical) or width (horizontal). Always allow as much space as possible.



Minimum size

Horizontal



Vertical



PMS 286

C 100
Y 60
K 2

- **Position:** The MSC ecolabel must appear on the front of the packaging to ensure it is immediately visible to consumers.
- **Colour:** The blue version of the MSC ecolabel is always preferred. However, if your package is black and white only, a mono version is available.
- **The MSC Chain of Custody code:** Every MSC labelled product must carry a Chain of Custody code following the format of MSC-C-xxxxx that refers to the producer of the product. It can be displayed anywhere on your materials and should be readable. The code will be provided by your certifier or supplier.
- **The MSC Claim:** When the MSC ecolabel is used on a product, it must always be accompanied by the MSC claim. The MSC claim can go anywhere on a pack and is available in five versions:
 1. Thank you for choosing seafood that has met the MSC's global standard for sustainability. Together we can help protect fish stocks for the future. www.msc.org
 2. This product comes from a fishery that has been independently certified to the MSC's standard for a well-managed and sustainable fishery. www.msc.org
 3. The [insert seafood species] in this product comes from a fishery that has been independently certified to the MSC's standard for a well-managed and sustainable fishery. www.msc.org
 4. This seafood has met the MSC's global standard for sustainability. www.msc.org
 5. From an MSC certified sustainable fishery. www.msc.org
- **Guidelines:** More detailed information can be found in the MSC Guidelines on the ALDI Brand Manager Website



Applicable CGs: All Products containing Fish & Seafood

3rd Party Approval Required: Yes - MSC approval required for each Artwork

Approval Instructions: Fill the MSC Product Approval Form and send to the MSC label licensing team for approval. This information can be found at the [website](http://www.msc.org).

DAFF Organic Approved Certifying Organisations:

AUS-QUAL Limited (AUSQUAL)
www.ausqual.com.au/index.html



NASAA Certified Organic (NCO)
www.nasaa.com.au



USDA ORGANIC
<https://www.usda.gov/topics/organic>



Organic Food Chain (OFC)
www.organicfoodchain.com.au



Australian Certified Organic (ACO)
<https://aco.net.au/>



EU Organic Certified
<https://www.ecocert.com/en/certification-detail/organic-farming-europe--ce--n-834-2007>



Bio-Dynamic Research Institute (BDRI)
<http://www.demeter.org.au/>



Tasmanian Organic-dynamic Producers (TOP)
www.tasorganicdynamic.com.au



The following ALDI product range shall be Organic certified:

- Just Organic Range
- Products with “Organic” in the product name
- Sustainable Fish and Seafood products nominated for Organic certification

Products Manufactured in Australia

For products from Australia, ALDI accepts certification issued by the Department of Agriculture, Fisheries and Forestry (DAFF) Organic Approved Certifying Organisations, including these organisations listed in <http://www.daff.gov.au/biosecurity/about/contact/aco> that audit against The National Standard for Organic and Bio-Dynamic Produce.

Please refer to the specific artwork requirements on their websites respectively.

Imported Products

For imported products, ALDI accepts the organic standards that are officially endorsed by the International Federation of Organic Agriculture Movements (IFOAM) listed in <http://www.ifoam.org/en/ifoam-family-standards>

Please refer to the specific artwork requirements on their websites respectively.

Guidelines: More detailed information can be found on the ALDI Brand Manager Website



Applicable CGs: All Food & Beverage CGs

3rd Party Approval Required: No - TSP approval

Approval Instructions: TSP PIF and Artwork Approval

Additional Comments: ALDI accept a range of organic certification standards. For imported products, ALDI accepts the organic standards that are officially endorsed by the International Federation of Organic Agriculture Movements (IFOAM). For products from Australia, ALDI accepts certification issued by the Department of Agriculture, Fisheries and Forestry (DAFF) Organic Approved Certifying Organisations.



3 Logo Sizes and clear space

Size	Minimum size	Minimum clear space
Large Pack Formats	35 mm	5 mm
Medium/Small Pack Formats	25 mm	4 mm
Small Pack Formats	15 mm	3 mm

Packaging improvement logos are used to highlight where a product's packaging has been improved for less environmental impact.

- The packaging improvement logos can only be used where packaging meets the eligibility requirements outlined in the relevant Buying Handbook Document.
- Use of these logos are not mandatory, but used at the choice of the Buying Director. The use of these logos are in addition to, not in place of, the requirements for recycling information on back of pack.
- Where a message needs an additional statement on the back of pack, an asterisk is added (*). Additional statements should confirm whether claim refers to product, packaging or both.
- The primary version is the brown/neutral colour. This colour is subtle to complement designs, while still providing an earthy, environmentally friendly tone. This is the preferred option and should be used wherever possible. In cases where the primary version does not complement the design, two different colours (one lighter, one darker in tone) may be chosen from the design colour scheme for the logo. If printing specifications restrict the use of a colour version of the logo, the mono/ reverse versions can then be used (2).
- The logo can appear as one of three fixed sizes based on the size of the packaging (3).
- There should be a clear zone around the logo when it appears on pack (3). Photography or background textures can appear in the clear zone but important copy or graphic elements cannot. If an acceptable clear zone cannot be achieved, the next size of logo down should be used.
- **Guidelines:** More detailed information can be found in the Packaging Reduction Logos Guidelines on the ALDI Brand Manager Website

5 - Corporate Responsibility Programme for the Endorsement of Forest Certification (PEFC)



Required Elements:

- The PEFC logo consists of two trees surrounded by an arrow and the "PEFC" initials placed underneath it.
- The PEFC logo licence number uniquely identifies the logo licence holder.
Note: The PEFC logo licence number is NOT identical with the Sustainable Forest Management or Chain of Custody certificate number.
- Label Name - either "PEFC Certified" or "PEFC Recycled" (the label name is required for "Recycled" and optional for "Certified").

Optional Elements:

- Label message. Only options provided in the PEFC Label Generator are allowed.
- PEFC Website.
- Label Frame.

Minimum size



Clear Space



The minimum amount of clear space shall be equivalent to the height of the letter "P" of the PEFC logo used in the label.

Using the PEFC logo on a product is an excellent means for PEFC-certified entities to demonstrate their commitment to responsible forest management and to promote their environmental and social credentials.

- The PEFC Logo and related claims only concern the origin of forest based raw material used in the labelled products.
- Only "PEFC Certified" and "PEFC Recycled" are accepted.
- The PEFC logo must be obtained by the PEFC Label Generator online
- The logo is in two formats: landscape (preferred) and portrait and can appear anywhere on pack.
- Single colour versions can be used if the printing process does not allow the application of the original green colour (1):
2. Black logo on a white or light coloured background.
3. White logo on a black or dark coloured background.
- Guidelines:** More detailed information can be found on the ALDI Brand Manager Website



Applicable CGs: All products containing wood, paper or pulp based material.
3rd Party Approval Required: No, but logo must be obtained at the PEFC label generator online.

Placement



Examples of correct use of the seal



Minimum size



13mm

Clear Space

Exclusion Zone = X



Cocoa Font = Poppins SemiBold


 RGB 23 82 89
 Hex #175259

- **Placement:** The Rainforest Alliance seal should stand alone, to not compete with other text, graphics or images and never be displayed in a position where it could be confused with a brand or name. The seal should be placed on the front of pack and should never be printed across a fold line or wrap around a corner.
- **Size:** The minimum logo size is 13 mm, increased sizing is recommended in comparison to pack space. E.G. 64 mm x 255 mm packaging: 38 mm logo. Please contact trademarks@ra.org to request alternate sizing options. Exclusion zones also apply for clear space surrounding the logo (1), or see Graphic Guidelines for further information.
- **Colour Use:** The inverted white logo (2) may be used on monochrome packaging, and logos without white fill in some cases, however these require specific prior approval from Rainforest Alliance. Please email trademarks@ra.org to request this. The same colour must be used for corresponding 'commodity' text (3), which is printed in "Poppins SemiBold" font only.
- **General Requirement to use Rainforest Alliance seal and claims:**
 - Supplier must have satisfied sourcing requirements, with certified content and chain of custody according to either UTZ or Rainforest Alliance standards
 - It is a prerequisite expectation that the supplier has signed a license agreement with Rainforest Alliance and has access to relevant logo files via [Marketplace 2.0](#)
 - Following artwork completion, supplier must submit and allow 5-10 business days minimum for the Rainforest Alliance team to review and approve the proposed artwork via [Marketplace 2.0](#)

4



Tea


Looking for me?

As UTZ is now part of the Rainforest Alliance, this seal is being phased out. No new artwork applications are to be created with the UTZ logo.

Please refer to the above use of the Rainforest Alliance seal for all UTZ certified quantities.

5

Ingredients: Green Tea* (94%), Jasmine Flavour (5%), Jasmine Flowers (1%).

*Rainforest Alliance Certified www.ra.org

6

Ingredients: Green Tea* (94%), Jasmine Flavour (5%), Jasmine Flowers (1%).

*Rainforest Alliance Certified www.ra.org

The Rainforest Alliance seal stands for a better future for people and nature.

7

Ingredients: Green Tea* (94%), Jasmine Flavour (5%), Jasmine Flowers (1%).

*Rainforest Alliance Certified. The Rainforest Alliance seal stands for a better future for people and nature. www.ra.org

• Accompanying Text Claims:

Compulsory Elements:

- Logo must have certified crop/ingredient listed below front of pack logo (4), unless a single ingredient product
- Ingredient list **must** include an asterisk * or alternate symbol beside certified crop, followed by a call out **directly** after the ingredient listing. The URL must also appear on pack **once only**, whether immediately after certification text, or with accompanying statement, see below for options.

Text claims:

Micro claim only [minimum following ingredient list] (5)

*Rainforest Alliance Certified www.ra.org

Micro claim in ingr. listing plus additional long claim elsewhere on pack in a 'call out box' with optional additional logo. (6);

*Rainforest Alliance certified. www.ra.org

The Rainforest Alliance seal stands for a better future for people and nature.

Long claim included in ingredient listing (7);

*Rainforest Alliance certified. The Rainforest Alliance seal stands for a better future for people and nature. www.ra.org

The above claims may not be amended as these are used internationally by ALDI Stores, where possible the long claim (7) is recommended and can be used as an extended claim following ingredient list. Please email aldicr@aldi.com.au for any questions.

- **Guidelines:** More detailed information can be found in the Rainforest Alliance Labelling & Trademark Guidelines (2020) on the ALDI Brand Manager Website or directly from Rainforest Alliance.



Applicable CGs: 09, 38, 40, 41, 42, 43, 44, 45, 47, 48, 50, 51, 53, 54, 56, 57 or any Food & Beverage product containing the listed certified ingredients. FSC certified products may also carry the seal.

3rd Party Approval Required: Yes in addition to TSP approval. Product must be registered to [Marketplace 2.0](#)

Approval Instructions: TSP PIF and [Marketplace 2.0](#)

5 - Corporate Responsibility Responsibly Sourced Fish & Seafood

Colour logo



Reversed logo



Clear space



Minimum size



- **Minimum Size:** To ensure legibility, the logo must not be reproduced less than 11mm wide
- **Clear Space:** For visibility, an area of clear space must surround the logo. This area is equal to 135% the size of the logo.



Applicable CGs: All Products containing Fish & Seafood

3rd Party Approval Required: No

Approval Instructions: TSP PIF and Artwork Approval

Relevant Website links: For further information email aldicr@aldi.com.au

Additional Comments: The Responsibly Sourced logo is applicable if the product containing Fish & Seafood is fully compliant with ALDI Responsible Fish & Seafood policy

5 - Corporate Responsibility RSPCA Approved Farming Scheme

Standard logo design

Primary



Secondary



Minimum Size



Clear Space

The clear space width is the same as the width of the black circle of the logo. More clear space is encouraged where possible.



- The RSPCA Approved logo may be accompanied by a statement identifying which animal product is RSPCA approved.
- If the product contains more than one animal protein, the name of the RSPCA Approved ingredient must be identified as such. (e.g. An RSPCA Approved Chicken containing non-RSPCA egg ingredient must have the ingredient stated as RSPCA Approved Chicken).

Correct Use

- RSPCA Approved eggs
- Turkey Approved by the RSPCA
- Chicken sourced from an RSPCA Approved farm
- Sourced from farms approved by the RSPCA
- Free range pork sourced from RSPCA Approved farms
- Chicken raised to the RSPCA's animal welfare standards
- Pork raised to the RSPCA's standards
- Proudly offering RSPCA Approved chicken products
- Selected RSPCA Approved products available

Misuse

- Chicken sourced from RSPCA farms
- RSPCA chicken on the menu
- RSPCA pork
- RSPCA barn-laid eggs
- RSPCA free-range turkey
- Chicken raised with the RSPCA
- Chicken endorsed by the RSPCA
- RSPCA accredited chicken
- RSPCA endorsed chicken

- The logo featuring the paw is referred as the primary logo, and can be used in any RSPCA Approved product.
- The logo can be used in the front or in the back of pack.
- ALDI will always prefer to use the secondary logo, which represents the animal product approved under the RSPCA scheme.
- If a product contains non-RSPCA Approved animal products, the approved animal product must be clearly mentioned on the packaging (e.g. "Chicken in this product is sourced from RSPCA Approved farms")



Applicable CGs: All products containing RSPCA Approved chicken and/or turkey.

3rd Party Approval Required: Yes - RSPCA must approve every artwork used on packaging and marketing material.

Approval Instructions: Send a copy of the artwork to tgaunt@rspca.org.au for approval.

6. Legislative

Introduction

It is important to be aware of the legislative requirements of packaging, whereby the Technical Service Provider and regulatory bodies or accreditation organisations check all of the artwork. This is to ensure that it is in line with the various regulations and codes for food and non-food (for example, the FSANZ Food Standards Code, Australian Consumer Law, Trade Measurement Regulations). It is still vital that we have a general overview of what is acceptable.

Having awareness of some of the broader requirements allows us to complete projects more efficiently. In the pages that follow are general rules as a guide that can be followed day-to-day and are not to be considered a comprehensive overview because of ongoing legislative changes.

Legislative requirements

Legislation and packaging related restrictions are primarily governed by the following legislation:

- FSANZ Food Standards Code
- Australian Consumer Law
- Country of Origin Food Labelling Information Standard 2016
- Trade Measurement Regulation
- Therapeutic Goods Act
- APVMA Ag Labelling Code
- APVMA Veterinary Labelling Code
- Handbook of First Aid Instructions, Safety Directions, Warning Statements & General Safety Precautions for Agricultural & Veterinary Chemicals (FAISD Handbook)
- Standard for the Uniform Scheduling of Medicines and Poisons (SUSMP)
- Dangerous Goods Act
- Australian Standard AS5812 - 2011 Manufacturing and Marketing of Pet Food
- Other relevant Industry Guidelines, Codes of Practice and Standards
- Required Advisory Statements for Medical Labels
- State-specific Container Deposit Scheme legislations

In some instances packaging may also need to be approved by:

- Therapeutic Goods Association (TGA)
- Organic Certified Bodies (ACO)
- APVMA
- Marine Stewardship Council (MSC)
- Aquaculture Stewardship Council (ASC)
- Or other governing organisations that specialise in select food and/or non-food products

In most cases the supplier will be responsible for acquiring the necessary approvals from additional 3rd parties and will present these approvals to the Technical Service Provider for their records.

Legislative requirements CONTINUED

The following are some of the most common specific requirements relating to packaging:

Pack imaging

Must be close to accurate to the look of the contents and quantity of the serve in the pack.

Serving suggestion

Cooked and/or presented food products must have the words “serving suggestion” included. Note: This is not applicable if only ingredients in the product are pictured.

Trade measurement statement location

Declarations must appear on the main display faces. For cylindrical products, it must be written within the 60 degree arc either side of the central vertical line down the front panel.

Trade measurement statement text size

Declarations must meet minimum height requirements and minimum 2mm clear of pictures and/or graphics or edges of label or packaging. In line with National Measurement Guidelines, a space must be left after the numerical value of an Australian legal unit of measurement and before the name or symbol of the unit of measurement, for example 100 g not 100g or 1 L not 1L.

Required label text

Listings must appear on a solid background using contrasting colours ie cannot be laid over a picture (see back of pack information) and must be legible.

Nutrition panels format

Must appear in exactly the same format as presented in the ALDI Master Artwork Guidelines.

Country of origin

All products offered for sale in Australia must detail where the product was grown, produced, made or packaged. ALDI will apply country of origin labelling requirements for priority foods to all exclusive brand priority and non-priority food and beverages (excluding alcohol, which will adopt non-priority requirements). ALDI QA should be consulted if clarification is required.

ALDI trademarked names

Must have the applicable TM or [®] as superscript wherever the brand name or logo appears on the pack.

Traceability

ALDI products are required to be traceable and as such should contain lot identification information in accordance with the Australia New Zealand Food Standard Code.

IMPORTANT NOTE: Restrictions are not limited to the above list.



Trade measurement requirements

What is the main display face?

The main display face is where the brand and product names/ marks appear on the pack. If they appear more than once on the pack with equal prominence, it is considered as having multiple display faces (1). If they appear more than once on the pack but one face is larger than the others, the larger is considered the main display face (2).

When there is no brand or product name/mark, the main display face is determined by the area of the packaging that will be most prominent when displayed for sale.

For packs with multiple display faces, measurements must appear on two faces.

Where must the measurement be placed?

The brand name, along with the product name and measurement, must be in the same field of vision on the main display face. The brand and product name and trade measurement statement must all be included within a 60° arc (120° radius) either side of the centre of the main display face, with all 3 items in the same alignment (3).

Measurement must be at least 2mm clear of the label/package edge, graphic elements or type.

Trade measurement requirements CONTINUED

Measurement colour

Measurement characters must be in contrasting colour to the background (1).

If the measurement is embossed or stamped, it must be at least 3 times the required size (2).

All measurements must be placed on a solid background, a texture or vignette is not permitted.

Where the manufacturer prints the measurement on the packaging during production, all required measurement text must be at least 3mm high.

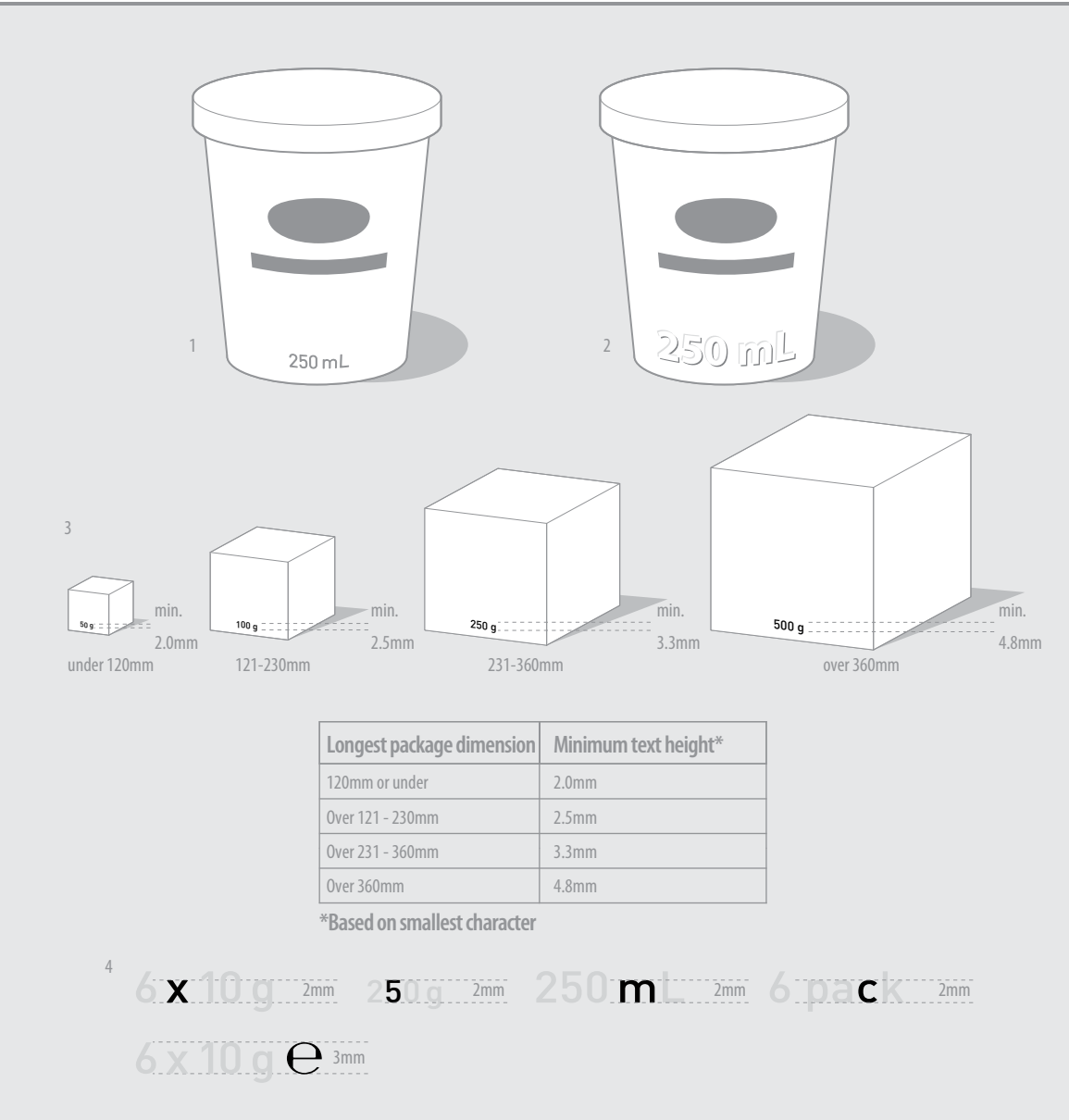
Measurement size

Minimum character height is based on the longest package dimension (3). For rectangular containers: width, height or length. For cylindrical, spheroidal, conical or oval: height, length or diameter.

Pack dimensions are based on the final total product ie. bottle with lid/trigger or similar.

For inner packs of a multipack the text height is based on the inner pack size.

Minimum text height for the trade measurement statement is based on the smallest featured character (4).



Trade measurement requirements CONTINUED

The use of the following abbreviations are **approved**.

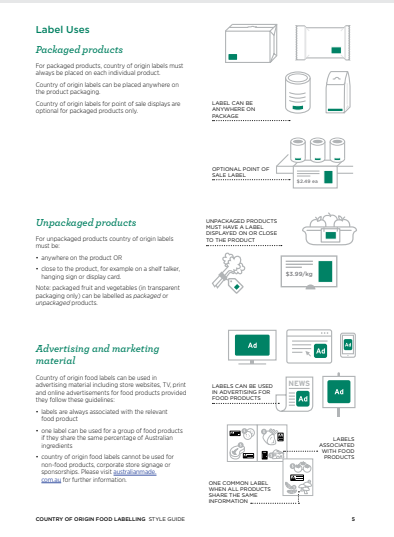
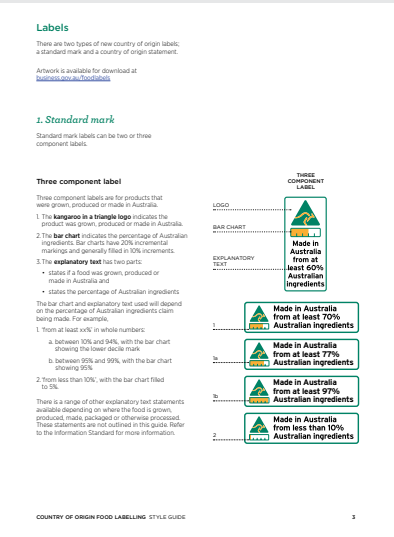
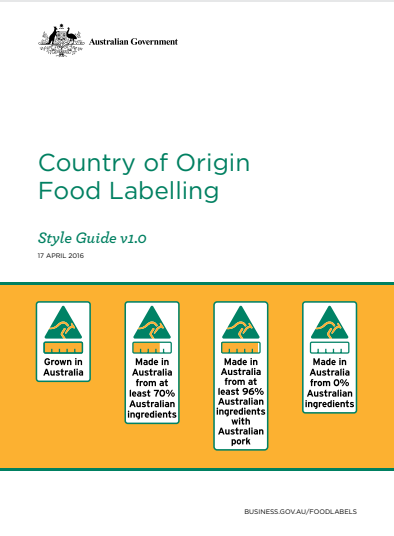
- a.** kg - kilogram
- b.** g - gram
- c.** mL - millilitre
- d.** L - litre
- e.** W - watt
- f.** Dia - diameter
- g.** m - metre
- h.** cm - centimetre

The following terms are **not to be abbreviated** on pack or in marketing communication:

- a.** Pack
- b.** Piece

Refer to the ALDI General Product Information Guideline or ALDI Brand Manager Website.

<div data-bbox="461 402 519 469"></div> <div data-bbox="369 489 609 520"><h1>Warranty Certificate</h1></div> <div data-bbox="255 547 721 557"><p>REGISTER YOUR PURCHASE AT www.aldi.com.au/en/about-aldi/product-registration/ TO KEEP UP-TO-DATE WITH IMPORTANT PRODUCT INFORMATION</p></div> <div data-bbox="250 577 721 598"><p>Congratulations! You have made an excellent choice of this quality product. Our commitment to quality also includes our service. Should you, contrary to expectations, experience defects due to manufacturing faults, ALDI will provide you with a warranty against defects as follows.</p></div> <div data-bbox="250 601 284 609"><p>Warranty</p></div> <div data-bbox="250 609 721 651"><p>The product is guaranteed to be free from defects in workmanship and parts for a period of 24 months (dependent on product) from the date of purchase. Defects that occur within this warranty period, under normal use and care, will be repaired, replaced or refunded at our discretion. The benefits conferred by this warranty are in addition to all rights and remedies in respect of the product that the consumer has under the Competition and Consumer Act 2010 and similar state and territory laws.</p></div> <div data-bbox="250 651 721 683"><p>Our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and for compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure.</p></div> <div data-bbox="250 686 315 694"><p>Proof of Purchase</p></div> <div data-bbox="250 694 721 715"><p>This warranty is valid for the original purchase and is not transferable. Please keep your purchase docket, tax invoice or receipt as the best proof of purchase, and as proof of date on which the purchase was made.</p></div> <div data-bbox="250 718 320 726"><p>Extent of Warranty</p></div> <div data-bbox="250 726 665 746"><p>This warranty is limited to defects in workmanship or parts. All defective products or parts will be repaired or replaced. This warranty does not cover batteries or any other consumable items.</p></div> <div data-bbox="250 750 331 759"><p>Normal Wear and Tear</p></div> <div data-bbox="250 759 510 769"><p>This warranty does not cover normal wear and tear to the products or parts.</p></div> <div data-bbox="250 772 291 782"><p>Exclusions</p></div> <div data-bbox="250 782 351 791"><p>This warranty does not cover:</p></div> <div data-bbox="250 794 672 863"><ul style="list-style-type: none">Any defects caused by an accident, misuse, abuse, improper installation or operation, lack of reasonable care, unauthorised modification, loss of parts, tampering or attempted repair by a person not authorised by the distributor.Any product that has not been installed, operated or maintained in accordance with the manufacturer's operating instructions provided with the product.Any product that has been used for purposes other than domestic use.Any damage caused by improper power input or improper cable connection.</div> <div data-bbox="250 865 309 874"><p>To Make a Claim</p></div> <div data-bbox="250 874 649 904"><p>This warranty against defects is provided by ALDI Stores, Locked Bag 56, St Marys Delivery Centre, NSW 2760, Phone (02) 9675 9000. If a defect in the goods appears within 24 months (the identified period on the packaging), you are entitled to claim a warranty, please contact or send all warranty claims to:</p></div> <div data-bbox="250 916 309 925"><p>Supplier Name</p></div> <div data-bbox="250 928 309 938"><p>Supplier Address</p></div> <div data-bbox="250 940 432 949"><p>Supplier Telephone (and ideally opening hours)</p></div> <div data-bbox="250 951 387 960"><p>Supplier Email Address and Website</p></div> <div data-bbox="250 973 660 997"><p>When making a return, please ensure the product is properly packaged so as to ensure that no damage occurs to the product during transit.</p></div> <div data-bbox="250 997 667 1016"><p>Please provide the original or a copy of the proof of purchase. Also please make sure you have included an explanation of the problem.</p></div> <div data-bbox="250 1018 600 1038"><p>Please note that the costs of making a warranty claim, including any return postage, will be covered by the supplier identified above.</p></div> <div data-bbox="250 1040 600 1072"><p>Please note upon receiving your warranty claim, the supplier will send, via the post or email, a repair and refurbished goods or parts notice. Please provide your email address and advise the supplier, if you wish to obtain a repair and refurbished goods or parts notice via email.</p></div> <div data-bbox="250 1088 336 1098"><p>AFTER SALES SUPPORT</p></div> <div data-bbox="250 1104 322 1114"><p> 1234 000 000</p></div> <div data-bbox="282 1120 333 1128"><p>AUS Helpline Costs</p></div> <div data-bbox="468 1104 537 1114"><p> www.supplier.com</p></div> <div data-bbox="468 1120 624 1128"><p>MODEL: XXXXXX PRODUCT CODE: XXXXX MM/YY</p></div>	<div data-bbox="804 509 862 576"></div> <div data-bbox="1043 520 1075 539"></div> <div data-bbox="761 596 952 628"><h1>Warranty Certificate</h1></div> <div data-bbox="826 711 945 719"><p>MODEL NUMBER XXXXX MM/YY</p></div> <div data-bbox="826 882 889 890"><p>DATE/TIME/TEL NO</p></div> <div data-bbox="761 973 1039 986"><p>copy of your receipt, showing the date of purchase, to this Warranty</p></div> <div data-bbox="761 987 934 999"><p>& Please do not send to the address below.</p></div> <div data-bbox="761 1000 1057 1031"><p>all the Customer Service hotline. Please ensure that you have the product with that we are able to respond quickly and efficiently as possible.</p></div> <div data-bbox="761 1032 1005 1056"><p>http://www.aldi.com.au/en/about-aldi/product-registration/ for further information.</p></div> <div data-bbox="761 1109 786 1118"><p>(hours)</p></div> <div data-bbox="647 1046 723 1126"><div>2</div><div>YEAR WARRANTY</div></div> <div data-bbox="992 1158 1070 1240"><div>2</div><div>YEAR WARRANTY</div></div>
<div data-bbox="593 1197 680 1206"><p>AFTER SALES SUPPORT</p></div> <div data-bbox="593 1212 667 1222"><p>  1234 000 000</p></div> <div data-bbox="627 1227 678 1236"><p>AUS Helpline Costs</p></div>	<div data-bbox="813 1212 882 1222"><p> www.supplier.com</p></div> <div data-bbox="826 1227 967 1236"><p>MODEL: XXXXXX PRODUCT CODE: XXXXX MM/YY</p></div>



Country of origin labelling

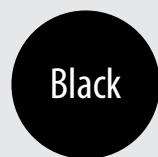
Introduction

New requirements commenced for food from 1 July 2016, with a 2 year transition period.

Therefore, for retail food packed from 1 July 2018:

- Labels for all priority foods and beverages must comply with the new Country of Origin requirements
- Non priority foods (which include seasonings, confectionery, biscuits and snack foods, bottled water, soft drinks and sports drinks, and tea and coffee) will voluntarily incorporate the new labelling except for alcoholic beverages.
- All food and beverage labels (including alcoholic beverages) must not include the Australian Made Australian Grown (AMAG) logos (for example, Australian Grown, Product of Australia, Australian Made logos).

The latest guidelines are available from ALDI's Brand Manager Website.



Country of origin labelling CONTINUED

Colours

Standard mark should appear in green, gold and black combination (1) or in monochrome (2). It is recommended that the green, gold and black combination is used where ever possible.

Orientation

Standard mark can be presented in portrait or landscape orientation (3).

Placement

Standard mark to be located on back of pack. If this is not possible, it should not go on the base as this is not recommended.

The standard mark cannot be split across different faces of the pack (4).

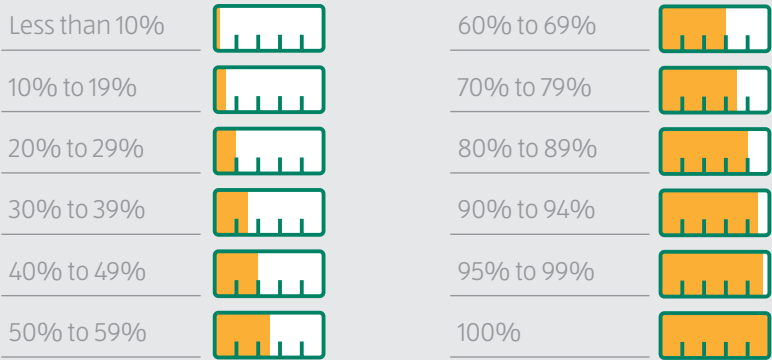
The country of origin flag will appear on the front of pack if eligible.

For fresh chilled meats products with only a top and bottom label:

- Plain meats (no ingredients list or NIP): standard mark located on front label
- Complex meats: standard mark to be located on the bottom label.



Interstate Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



Country of origin labelling CONTINUED

Minimum size and proportions

There are no minimum size requirements for packed products but the standard mark should be large enough to be legible.

The bar chart length should equal the triangle side length.

The bar chart height should equal capital letter height of the explanatory statement.

The standard mark and its components cannot be distorted.

Clear space

The standard mark should be surrounded by a 3mm clear space in all directions, with adequate contrast to the background (1).

Typeface

The recommended typeface is Interstate Bold. There is no minimum text height requirement.

The Kangaroo logo

The Kangaroo Logo can only be used on products that qualify as “Product of Australia/Australian Grown” or “Made in Australia”, based on the Australian Consumer Law Safe Harbour criteria.

Bar chart graphic requirements

The percentage of Australian ingredients is represented in the bar chart using the icons shown left, based on the proportion of Australian ingredients:

Country of origin labelling CONTINUED**Percentage of Australian ingredients in Explanatory Statement**

The percentage Australian ingredients is rounded down to the nearest whole number.

If there is variable Australian content in a product the value is to be expressed as the minimum percentage of Australian ingredients.

Standard Mark Required

The standard marks shown on the following pages are required to be used based on the options ALDI have elected to use.

Note:

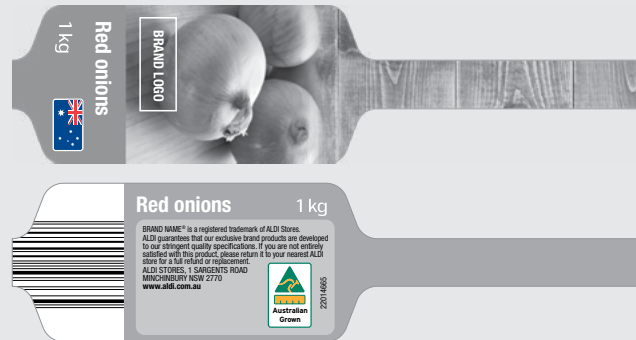
“Product of” is used for processed food, and “Grown in” is used for fresh, frozen or dried plain fruit and vegetables.

“Made in” means the product was last substantially transformed in the country claimed.

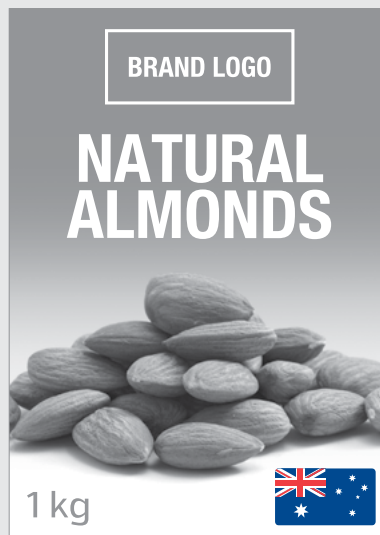
“Grown in” or “Product of” means that each significant ingredient or component originated in or was grown in the country claimed, and all, or almost all, of the production and manufacturing processes occurred in that country.

“Packed in” is only used when product only undergoes simple processing in the claimed country.

1



2



Ingredients: Natural Almonds (100%).

CONTAINS ALMONDS. MAY CONTAIN OTHER TREE NUTS.

No Artificial Colours or Flavours

No Preservatives
Suitable for Vegetarians and Vegans

Store in a cool, dry place.



Country of origin labelling CONTINUED

Products manufactured in Australia from 100% Australian ingredients

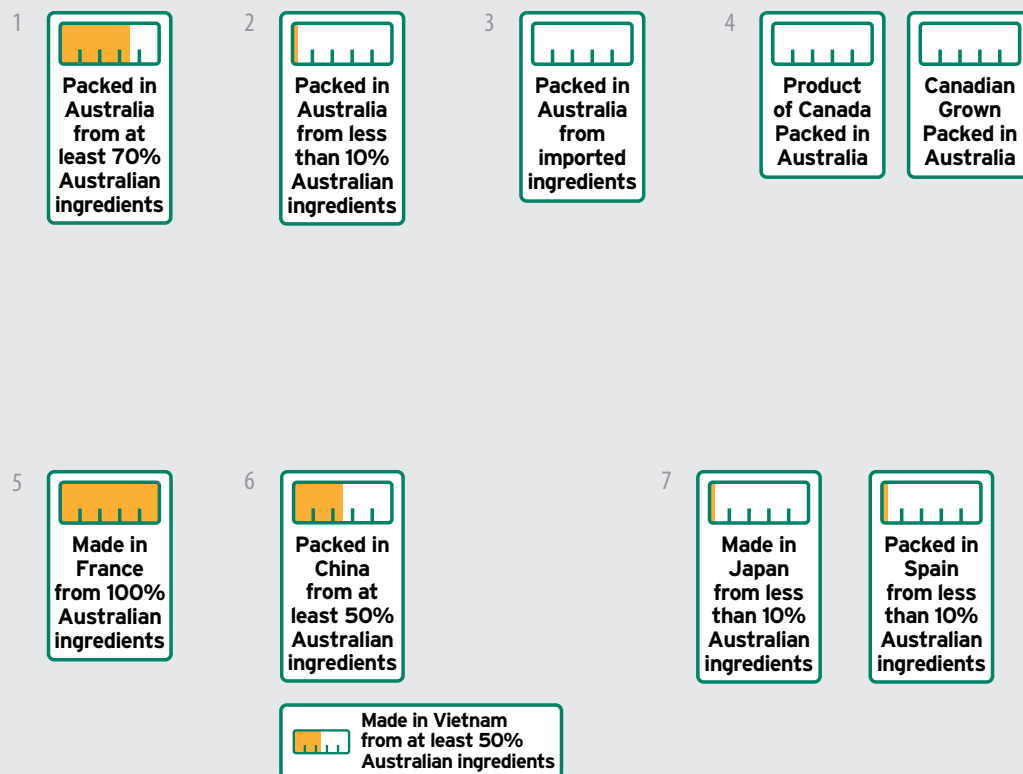
1. Used for plain mixes of fruit and vegetables.
2. Used for all other food products including nuts and meat. (ie. excluding plain mixes of fruit or vegetables).



Country of origin labelling CONTINUED

Products qualifying as “Australian Grown/Product of Australia” or “Made in Australia” with some imported ingredients

1. Used for products with at least 10% Australian ingredients.
2. Used for products with less than 10% Australian ingredients.
3. Used for products with no Australian ingredients.
4. Used for Australian grown products exported and re-imported, but not substantially transformed overseas. Note: Has to be used even if multiple steps occur overseas.



Country of origin labelling CONTINUED

Products packed in Australia (ie. don't qualify as "Australian Grown/Product of Australia" or "Made in Australia")

1. Used for products with at least 10% Australian ingredients.
2. Used for products with less than 10% Australian ingredients.
3. Used for products with no Australian ingredients where ingredients are grown in multiple countries.
4. Used for products with no Australian ingredients which are grown and produced in a single country.

Imported products

5. Used for products with 100% Australian ingredients.
6. Used for products with at least 10% Australian ingredients.
7. Used for products with less than 10% Australian ingredients.

Note:

"Made in" is used when products qualify for "Grown in/Product of" or "Made in"

"Packed in" is used when products don't qualify for "Grown in/Product of" or "Made in"

Same qualification criteria apply for Australian and overseas products.

Product of
Canada

Made in
France

Canadian
Grown



Product of Sri Lanka
Packed in Australia

Packed in
China from
imported and
Chinese
ingredients

No Artificial Colours or Flavours

Suitable for Vegetarians

BRAND LOGO

STRAWBERRY SPREAD

250 g e

BE-810-01 EU
Non-EU Agriculture

NUTRITION INFORMATION
Servings per package: approx. 12
Serving size: 20 g

	Ave. Quantity per Serving	% Daily Intake* per Serving	Ave. Quantity per 100 g
Energy	173 kJ (41 Cal)	2%	863 kJ (206 Cal)
Protein	0.1 g	0.2%	0.4 g
Fat, total	LESS THAN 0.1 g	0.1%	0.2 g
- saturated	LESS THAN 0.1 g	0.4%	LESS THAN 0.1 g
Carbohydrate	9.9 g	3%	49.3 g
- sugars	9.8 g	11%	49.0 g
Sodium	LESS THAN 1 mg	LESS THAN 0.1%	LESS THAN 1 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

HEALTHY STAR RATING 2.5

ENERGY 863kJ PER 100g

No Preservatives

99% Fat Free

Store in a cool, dry place. Once opened, store refrigerated below 4 °C and consume within 3 weeks.
Best Before: See side of the cap.

Ingredients: Organic Strawberries (47%), Organic Cane Sugar, Water, Gelling Agent (440), Acidity Regulator (330).
MAY BE PRESENT: EGG AND MILK

JUST ORGANIC™ is a trademark of ALDI Stores.
ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store for a full refund or replacement.

ALDI STORES
1 SARRENTS ROAD
MINCHUBURY NSW 2770
www.aldi.com.au

408870062890

Country of origin labelling CONTINUED

Imported products CONTINUED

Used for products with no Australian ingredients.

Same qualification rules apply for use of “Grown in/Product of” or “Made in”.

Country of origin labelling CONTINUED**Other possible scenarios**

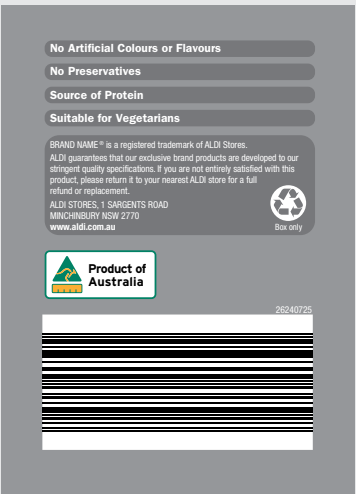
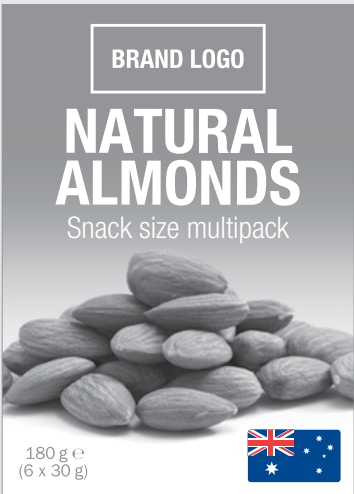
- **Small package (if surface area is less than 100cm – this is based on pack size not label size)**

Only Country of Origin explanatory statement is required in a box.

The Kangaroo Logo and bar chart are not required even if normally applicable for the product. This is only permitted rarely in packages that demonstrably cannot contain the full Country of Origin mark.

- **Multipack with transparent outer packaging or no outer packaging (for example, UHT fruit juice 6 pack or yoghurt 6 pack)**

Appropriate Standard Mark would need to be visible on inner packaging or this would have to be present on the outer packaging. Standard Marks on outer or inner packaging must always be compliant.



Country of origin labelling CONTINUED

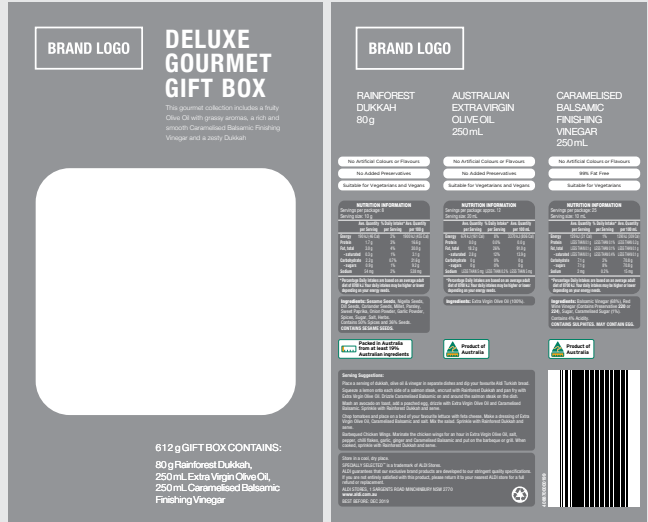
Other possible scenarios CONTINUED

- **Multipack where the inner packaging is not visible (for example, a multipack of chips or snacks or a carton of mixed soft drinks)**

Appropriate Standard Mark would need to be visible on outer packaging. This would be based on Country of Origin of the overall product or a Standard Mark can be provided for each inner component under ingredient list and NIP. The inner packaging may voluntarily provide a Standard Mark which would be based on Country of Origin of each inner product. Standard Marks on outer or inner packaging must always be compliant.

- **Multicomponent product (for examples salad kit or cake mix)**

Appropriate Standard Mark would need to be visible on outer packaging. This would be based on Country of Origin of the overall product. The inner packaging may voluntarily provide a Standard Mark which would be based on Country of Origin of each inner product. Standard Marks on outer or inner packaging must always be compliant.



Country of origin labelling CONTINUED

Other possible scenarios CONTINUED

• Hamper/Giftbox

Appropriate Standard Mark would need to be visible on outer packaging. This can be based on Country of Origin of the overall product or each individual product (if clearly indicated). The inner packaging may voluntarily provide a Standard Mark which would be based on Country of Origin of each inner product. Standard Marks on outer or inner packaging must always be compliant.

• Swing tag or booklet

The Standard Mark could be provided in a swing tag or booklet provided it is visible to the consumer at time of purchase and complies with all requirements.



Country of origin labelling CONTINUED**Other possible scenarios** CONTINUED

- **Claims about country of origin of ingredients**

Claims can be made about the country of origin of an ingredient outside of the Standard Mark. These should appear as a claim or as part of romance text.

Claims about the country of origin of an ingredient can only be made if the ingredient is always grown and produced in that country, for example:

Made with Australian pork – all the pork is Australian pork

Made with French champagne – champagne should be made in France with all significant ingredients grown in France

Made with Belgian chocolate – chocolate should be made from scratch in Belgium, not just tempered, moulded or coated in Belgium

Traceability

ALDI products are required to be traceable as per Australian Legislation and as such should contain lot identification information. Lot identification for a food for sale means a number or other information that identifies:

1. the premises where the food was prepared or packed
2. the lot of which the food is a part
3. if applicable, best before or used by date

This information shall be clear, legible and be different in colour from the packaging or the colour of the product in case of transparent packaging. This information may be on the package, or if there is more than 1 layer of packaging on the outer layer of the primary product. This information shall not be covered by additional packaging layers, and not displayed on areas of packaging that can be removed such as the tear-off component of a tear-off bag.

For Primary produce (whole raw fruits and vegetables);

- (1) BB and DU date printings are not mandatory unless it is specified in the relevant Quality attribute sheet (QAS) and or are required for traceability purposes.
- (2) Marking year in BB and or DU date coding is not mandatory for produce (i.e. 03-Nov is acceptable).

1. Pregnancy Warning Mark



Clear space



2. Pregnancy Warning Pictogram



3. Product with multiple individual units and a shared outer packaging.



Pregnancy warning labels

The new requirements for pregnancy warning labels (1 & 2) to be printed on packaging of alcoholic beverages were issued 31 July 2020 with a 3 year transition period. From 31 July 2023:

- Products that have more than 1.15% alcohol by volume and one or more layer of packaging must display a Pregnancy Warning Label on its outer packaging.
- If the product consists of multiple individual units (3), each individual unit must display a Pregnancy Warning Label.
- Where products with individual units have an outer packaging, a Pregnancy Warning Label is required to be applied to the outer packaging as well. The only exception to this is if the Pregnancy Warning Labels on the individual units are clearly visible and not obscured by the outer packaging.

Label usage requirements

- **Colours:** The background must be white and the circle and the strikethrough of the Pregnancy Warning Pictogram must be red. The silhouette of the pregnant woman and the border of the "PREGNANCY WARNING" mark shall be black.
- **Wording:** The words "PREGNANCY WARNING" shall be present in red, bolded, sans-serif typeface and capital letters. The words "Alcohol can cause lifelong harm to your baby" shall be present in black, sans-serif typeface and sentence case.
- **Display:** The Pregnancy Warning Mark shall be displayed as whole and without modification and surrounded by at least 3mm of clear space outside the border.

1. Pregnancy Warning Mark



2. Pregnancy Warning Pictogram



The size of the pictogram is to be at least 8 mm in diameter

More detailed
information and
downloadable warning
labels can be found
HERE

Pregnancy warning labels CONTINUED**Alcoholic beverages with only 1 layer of packaging**

- For alcoholic beverages with a volume of not more than 200 ml, the pictogram (2) needs to be used. The size of the pictogram is to be at least 8 mm in diameter.
- For alcoholic beverages with a volume of more than 200 ml but not more than 800 ml, the pregnancy warning mark (1) needs to be used. The pictogram within the mark must be at least 6 mm in diameter, the size of type of the signal words (PREGNANCY WARNING) must measure at least 2.1 mm and the size of type of other wording must be at least 1.6 mm.
- For alcoholic beverages with a volume more than 800 ml, the pregnancy warning mark (1) needs to be used. The pictogram within the mark must be at least 9 mm in diameter, the size of type of the signal words (PREGNANCY WARNING) must measure at least 2.8 mm and the size of type of other wording must be at least 2.1 mm.

**Alcoholic beverages with more than 1 layer of packaging
Outer Packaging Material**

- For alcoholic beverages with a volume not more than 200ml and for packaging that includes only one individual unit, the outer package shall display the Pregnancy Warning Pictogram (2) at a size of at least 8mm in diameter.
- The outer packaging material of all other alcoholic beverages must have the Pregnancy Warning Mark. The pictogram within the pregnancy warning mark shall be at least 11mm diameter, the size of type of the signal words (PREGNANCY WARNING) shall measure at least 3.5mm and the size of type of other wording must be at least 2.7mm.

Inner Packaging Material (individual unit(s))

- The pregnancy warning label requirements of individual units within the outer packaging are the same as for alcoholic beverages with only 1 layer of packaging.



Get the facts **DrinkWise.org.au**

Get the facts **DrinkWise.org.au**



DrinkWise Logos

The DrinkWise Logos are voluntarily applied to alcoholic beverages. Inclusion of the logo allows customers to obtain evidence-based information about alcohol consumption.

DrinkWise logos and the style guide may be downloaded from this [website](#).

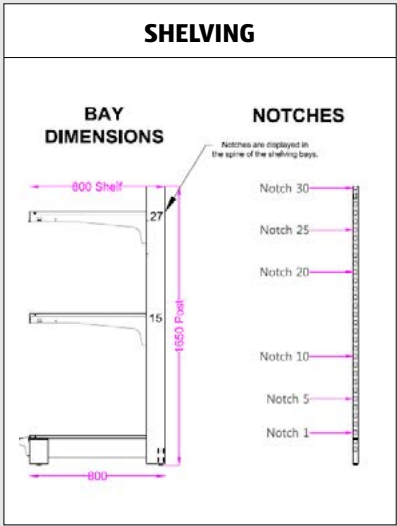
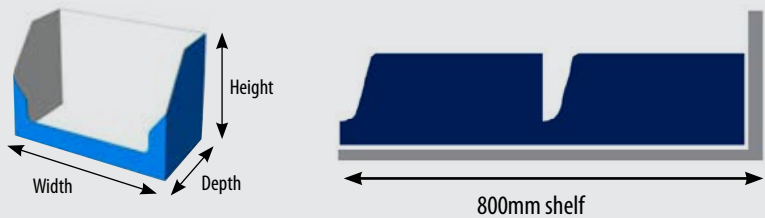
7. Outer Cartons

Objectives

This section provides an overview of the outer packaging requirements for ALDI to help deliver outer cartons that are:

- Functional and protect the product
- Efficient and optimised for our shelves
- Quick and easy to merchandise
- Consistent in structural design
- Consistent in colour and print

Deviation from these standards will result in non-conformance, unless the deviation is approved prior to the delivery by the relevant Buying Director.



CATEGORY SPECIFIC SHELF DIMENSIONS	
1 - 2	Rice, pasta, sauce
	Convenience
	Fish
	Oils
3	Dried Fruits & Nuts
	Lunchbox
	Biscuits
	Confectionary
4	Lunchbox
	Confectionary
	Organic
	Organic & Has no
5	Oh so & Has no
	Dried Fruits & Nuts
	Baking
	Chips
6 - 9	Expressi
	Tea & Coffee
	UHT Milk
	Milk, Sugar & Flour
10 - 12	Sugar & Flour
	Tea, Coffee, Spreads & Cereals
	Cereals & Spreads
	Drinks
13 - 14	Cleaning
	Laundry
	Tissue
	Paper
15 - 19	Pet
	Fem Hygiene
	Health & Beauty
	Liquor
20 - 21	Eggs

See Category Specific Guidelines

Shelf dimensions

Cases should optimise shelf depth as shown opposite.

Ambient shelves:

- 800mm deep
- Cartons should not exceed 400mm in depth
- The shelving height and width is dependent on the category. Please refer to the category guidelines for specific category requirements.

Chiller Shelves:

- 600-800mm deep
- The shelving height and width is dependent on the category. Please refer to the category guidelines for specific category requirements.

Cases should optimise the 1165mm x 1165mm for an A pallet or 775mm x 590mm for a D pallet.

Check with Buying Director prior to carton development to ensure this requirement does not vary from above.

GOLDEN RULES CHECKLIST

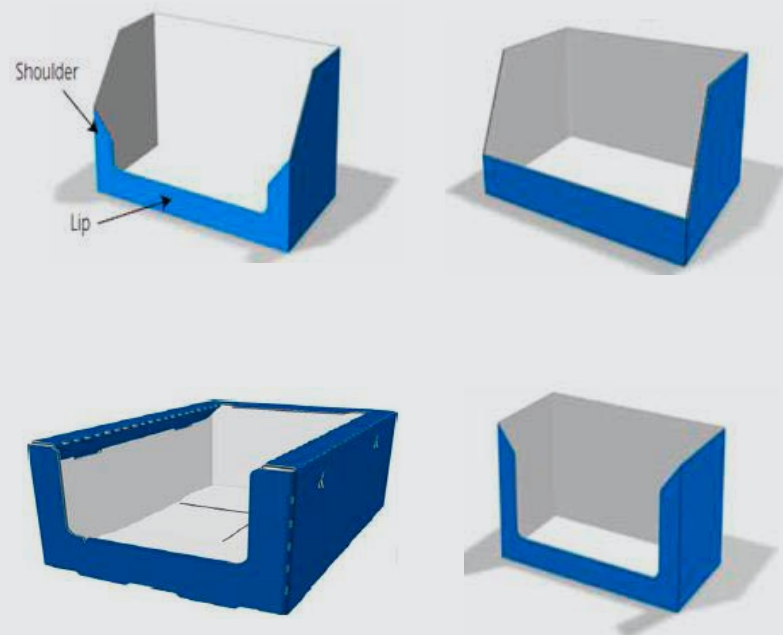
- ☒ No perforations (unless unavoidable)
- ☒ No shrink wrap
- ☒ No tape
- ☒ Removable lid (if required)
- ☒ Good product visibility & accessibility
- ☒ Stackable

Carton structure**Structural considerations**

Prior to commencing work on any outer carton design and production the Buying Director must confirm the following:

- Single or Mixed Case
- Quantity of product
- Orientation of product
- Merchandising position (lower/middle/upper shelf/registers or freezer tops)
- Weight of total carton
- Carton is stackable. Ensuring outer carton and lid are strong enough to support stacked cartons for shelf display and transportation of product from supplier to warehouse and stores.

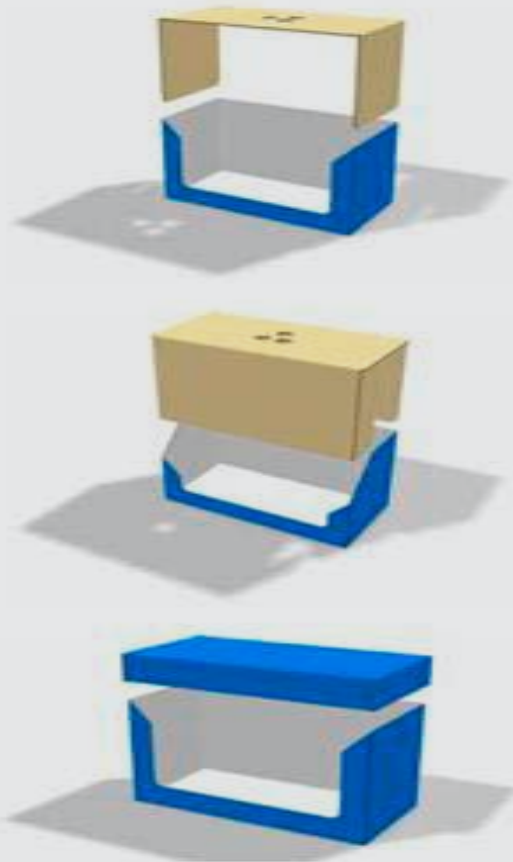
Ensure that a sample carton is provided at time of submission.



Sealing assembly & packing

Carton

- No perforations - unless agreed with the Buying Director
- If tape must be used, ensure the seal is left to right with no tape showing on the front of the carton
- Lip width & height should be minimised to ensure maximum visibility of the product
- Product artwork orientation must ensure visibility & accessibility (consider shelf position)



Lids

The main purpose of the lid is to:

- Protect primary product through the supply chain
- Provides stacking strength in-store (if required)
- Removes the need for perforated edges

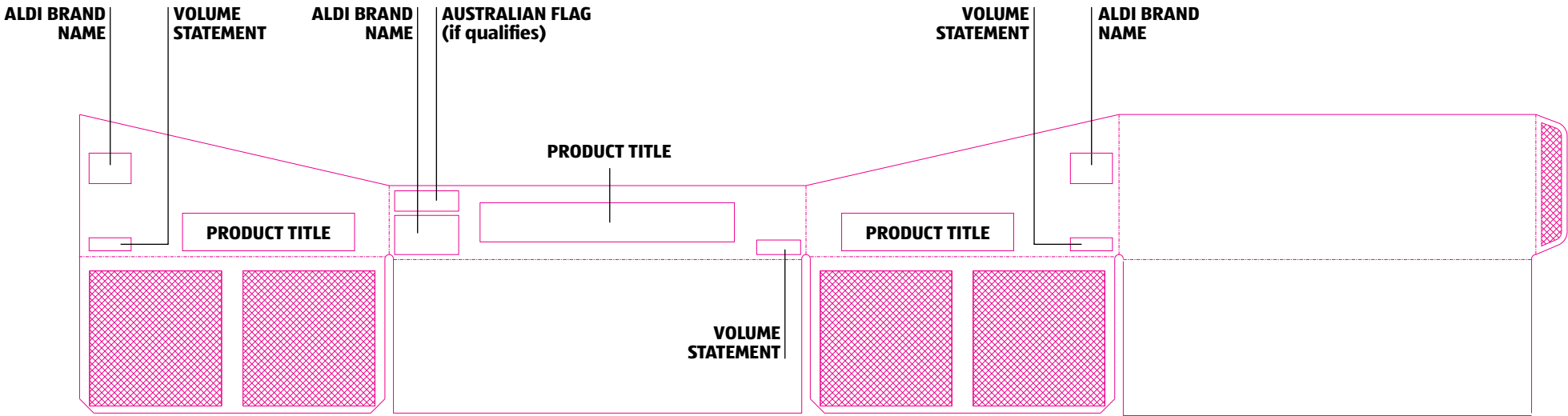
Lids can be:

- Plain brown or white if removed in store and not required for stacking or display
- Printed to match the base if required for in-store stacking
- Lids should have thumb holes for ease of removal

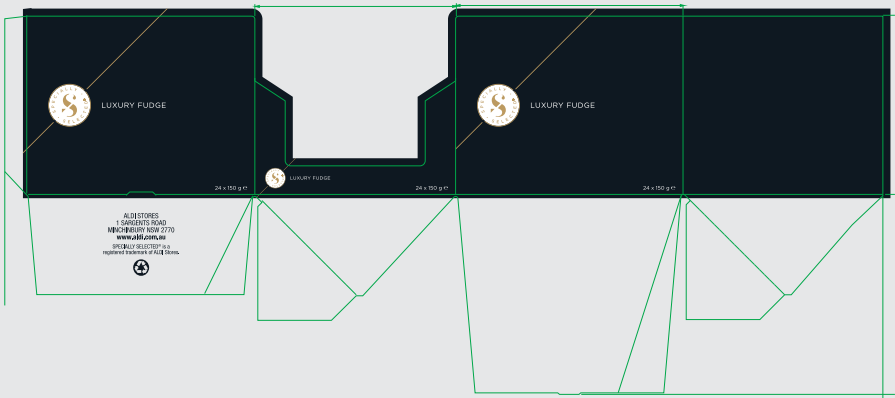
CONSUMING FACING PANEL	
Product Title	Centre
ALDI Brand Name	Lower Left
Volume Statement	Lower Right
Australian Flag	If qualifies: above brand

Consumer facing panel

Where possible the graphics on the consumer facing panel should be positioned as detailed below:



EXAMPLE



CONSUMER FACING PANEL	SIDE PANELS	BASE
Product title	Product title	ALDI Address
ALDI Brand Name	ALDI Brand Name	Trade Mark Statement
Volume Statement	Volume Statement	Recycle Logo
Australian Flag (if qualifies)		

Messaging

Net Weight statement format

The weight is the actual product weight and does not include the weight of the pack in most cases this will be straight forward, for example:

Powerforce Disinfectant 1L with each carton holding 12 bottles
12 x 1 L = 12 L (see Net Weight example 1, see top left)

Here is a more complicated example:

12 twin packs of crème caramel are in each carton, the weight statement on the carton reads:
12 units (150 g x twin pack = 300 g)
Net Weight 3.6 kg

Outer cartons must be clearly labeled with the following:

If outer carton WILL NOT be displayed in store:

Product Code / Product Description / Case Size

If outer carton WILL be displayed in store (product code must be printed on 2 x A4 sheets shrink wrapped to each side of pallet):

Product Code / Case Size

All outer carton artwork must be approved by ALDI Stores before production

GOLDEN RULES CHECKLIST

- ☒ Board grade
- ☒ Print process
- ☒ Target proofs
- ☒ Consistency

Board grade & print quality**Board grade**

- Durability for carton contents & merchandising requirements
- Flute options
- Lining options e.g. Double White lined or brown board
- High Content of Recycled cardboard is preferred

Print process

- Lithographic: Superior
- Pre Print: Premium
- Flexographic: High Quality
- Digital Print: Lower Quality
- Post Print: Poor Quality

Target proofs

- It is a must that the supplier provides printers proofs for final sign off with Buying Director

Consistency

- Colour consistency is a vital part of ALDI merchandising. A proof, if required, must be provided to ALDI for Buying Director approval before proceeding to print

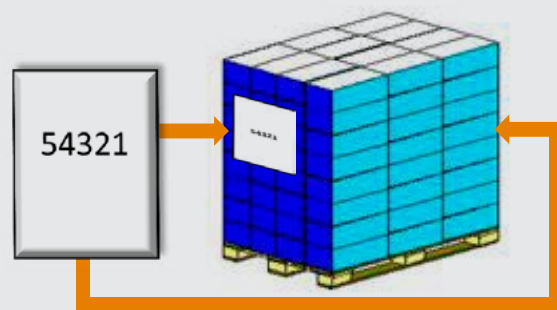
Failure to comply may result in rejection of stock.



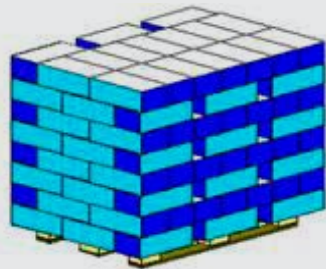
Freezer cartons

Freezer transit cases

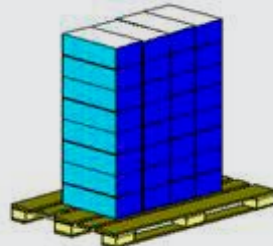
- Brown inner & outer liners
- No stretch wrap
- No staples
- Labels or tape must be stable at -25°C
- Products packed into the box face down to improve decanting in store
- Black text only
- Each print face carries the same printed information, as agreed with the Buying Director
- Product code to be printed directly onto outer case as this is not used as a display case
- Maximise pallet configuration with no overhang
- Product code font size to be larger than product name by a minimum 3:1 ratio



Good pallet plan
with no overhang



Bad pallet plan with
overhang and
unstable stacking



Bad pallet plan not
optimised

Palletisation

Pallet information

- Products being shipped into ALDI must fully utilise the pallet footprint wherever possible
- Pallets must be clearly labelled with the ALDI Stores product code on A4 sized stickers/sheets, one on each of the open ends of the pallet
- Overhang is not permitted
- Utilise the maximum height limitations (subject to safe stacking and load stability)
- Do not use tape to contain the cases on the pallets
- Product codes are not to be printed on outer cartons (freezer cartons are exempt)

**Palletisation CONTINUED****Shrink wrapping**

- Products must be securely wrapped to the pallet to avoid movement. Additional wrap at the top and bottom of the pallet should be applied
- Wrap should be clear and transparent to maximise recyclability. Dark or coloured wrap is to be avoided
- Overly tight stretch-wrap should be avoided as it creates weakness within the carton structure

Lidded cartons

- It is preferable that lidded cartons are stacked facing inwards towards the centre of the pallet

Perforated cartons

- For an enclosed case, we recommend having the perforated side facing inwards to avoid any potential opening during transportation

Maximum pallet height:

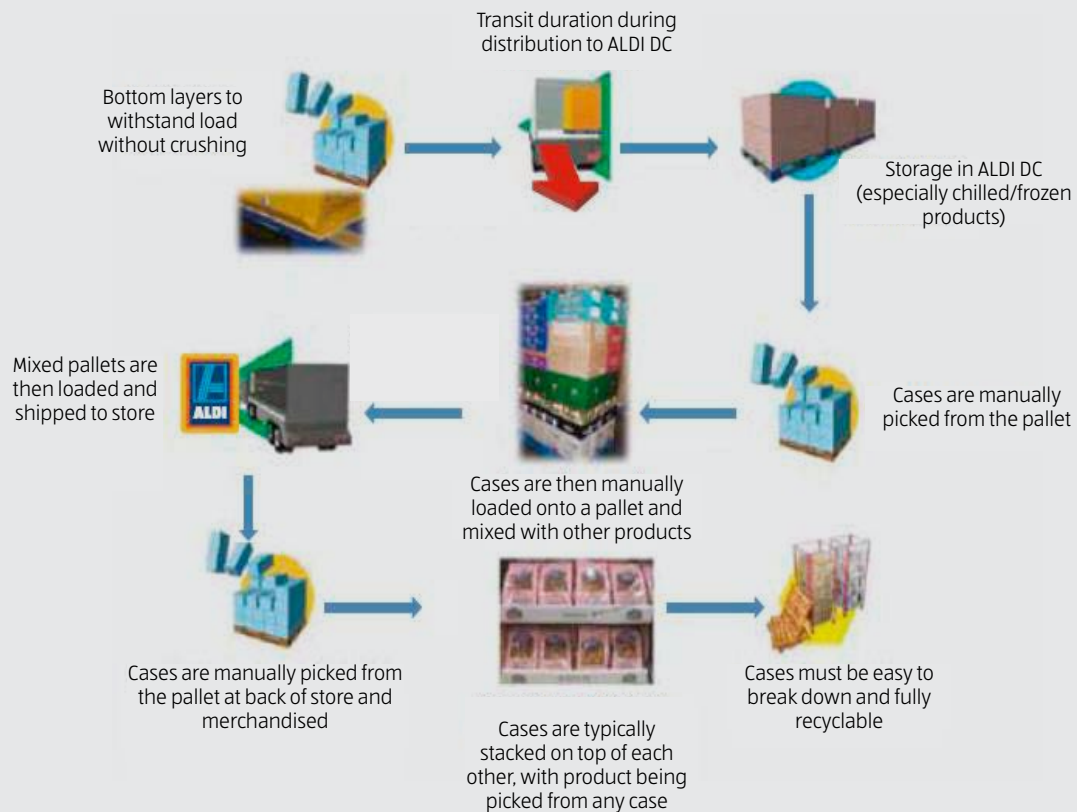
- A - Pallets: up to 1.65m (by road)
- D - Pallets: up to 1.8m (by road)
- A - Pallets: up to 1.25m (by rail)
- D - Pallets: up to 1.25m (by rail)

Supply chain

The following points in supply chain must be considered:

- Shipping full pallets into the ALDI DC, ensuring the bottom cartons do not crush
- Storage in ALDI DC to withstand relevant temperature regimes as per product specification
- Manual handling of the case both at the DC and in store
- Shipping from the DC to store on a mixed pallet with other cartons
- In store customer behaviour whereby product could be picked from any carton in a stack

For further detailed information, please refer to ALDI Terms & Conditions.





Summary

- Please note there are Category Specific Guidelines that should also be taken into consideration. These need to be discussed with the relevant Buying Director
- Ensure that a sample carton is provided at time of submission
- Deviation from the agreed will result in non conformance and rejection, unless the deviation is approved prior to the delivery by the relevant Buying Director

