



ALDI Expands in Gulf Coast with Louisiana Debut

Grocery Value Leader opens first Louisiana location in Lafayette with plans to open nearly 20 stores across the Gulf Coast Region in 2022*

Lafayette, LA., Jan. 31, 2022 — Grocery shopping in Louisiana is getting smarter, faster and easier. As part of a Gulf Coast expansion, ALDI is entering its 38th state on Thursday, Feb. 10, with its first Louisiana store in Lafayette. ALDI plans to open approximately 20 new stores this year across Alabama, Mississippi, the Florida Panhandle and Louisiana. This growth is part of a larger national expansion plan that puts ALDI on track to become the third-largest U.S. grocery retailer by store count by the end of the year.

Additionally, a new ALDI distribution center for the Gulf Coast region, located in Loxley, Alabama, is under construction and expected to open later this year. Over time, the distribution center will serve approximately 100 stores throughout the region.

To celebrate the Lafayette store opening, ALDI will host a ribbon-cutting ceremony on Thursday, Feb. 10, at 8:30 a.m. The first 100 customers will receive a gift bag filled with a sampling of ALDI [Fan Favorites](#) products, as well as a gift card as part of the ALDI Golden Ticket gift card giveaway program. Shoppers will also have the opportunity to enter a sweepstakes for a chance to win a \$500 ALDI gift card.

The new store, at 4518 Ambassador Caffery Parkway, will be open daily from 9 a.m. to 8 p.m., and it offers the convenience of grocery delivery and, starting on Feb. 24, curbside pickup.

“We’re proud to be opening our first store in the state of Louisiana and can’t wait for area shoppers to come discover ALDI for the first time,” said Heather Moore, Division Vice President for ALDI. “We offer easy access to affordable fresh food and household essentials, as well as a great selection of regional items. Our new Gulf Coast locations will carry local favorites such as Tony Chachere’s Creole Seasoning, Crystal’s Hot Sauce, Blue Plate Mayonnaise, Blue Bell Ice Cream and Luzianne Sweet Tea.”

When customers come to ALDI, they can expect a fast, easy and affordable shopping experience that is purposely different. Here are just a few things that make the ALDI experience unique:

- **Low-price leader:** Access to affordable groceries is important, and the ALDI commitment to low prices is unwavering. For the past 10 years, ALDI has held the esteemed title of Value Leader among U.S. grocery stores, according to the Market Force Information® U.S. Grocery Competitive Study.*
- **Private-label pioneer:** ALDI works with the best partners to curate a selection of more than 90% exclusive brands, and ALDI guarantees its products are as good as or better than national brands.
- **Quality:** ALDI guarantees quality and is so confident in its products that every item in stores is backed by our Twice as Nice Guarantee.* If for any reason you are not 100% satisfied with the quality of a product, they will gladly replace the product AND refund your money.

- **Shoppers participate in the savings:** Depositing a quarter to unlock a shopping cart is one way ALDI saves shoppers money. ALDI doesn't need to hire employees to corral loose carts, and customers get their quarter back when they return the cart. ALDI also asks shoppers to bring reusable bags and has never offered single-use plastic bags, a sustainable policy that leads to savings that are passed on to customers.
- **Affordable and sustainable:** ALDI stocks its stores with essentials, including healthy, convenient options at great prices and a robust selection of produce delivered fresh daily. For example, ALDI-exclusive brand seafood is 100% sustainably sourced. Barissimo and Simply Nature brand coffee will be 100% certified as sustainably sourced by the end of 2022. Stores are also built with environmentally friendly materials and feature open ceilings and natural lighting.
- **Online shopping:** ALDI is also increasing access to convenient online shopping. Nearly all locations offer grocery delivery and Curbside Grocery Pickup offering is expanding from 1,200 stores to 1,500 by the end of 2022. Visit shop.aldi.us to place an order.
- **Store size:** ALDI stores are designed for simplicity and efficiency. A typical store is approximately 12,000 square feet of retail space, making ALDI stores much easier to navigate than traditional grocery stores.
- **Work with us:** ALDI is an award-winning employer that is nationally acclaimed for prioritizing its employees and their well-being. Known for offering highly competitive wages and industry-leading benefits, ALDI has been recognized as one of America's Best Large Employers by Forbes six times in the past seven years. As one of the fastest-growing retailers in the U.S., ALDI is constantly creating new job opportunities in local communities, coast to coast. To learn more about working at ALDI and search job openings, go to careers.aldi.us.

About ALDI U.S.

ALDI is one of America's fastest-growing retailers, serving millions of customers across the country each month. With more than 2,100 stores across 38 states, ALDI is on track to become the third-largest grocery retailer by store count by the end of 2022. When it comes to value, ALDI won't be beat on price. For 10 years running, ALDI has held the esteemed title of Value Leader among U.S. grocery stores according to the latest Market Force Information® U.S. Grocery Competitive Study.* ALDI has also been No. 1 for price according to the Dunnhumby Retailer Preference Index Report for five years running. Since 1976, ALDI has offered a unique shopping experience where customers never have to compromise on quality, selection or value. In fact, 1 in 3 ALDI-brand products are award-winning.** Customers can save time and money by conveniently shopping in-store or online at shop.aldi.us. ALDI also proudly serves as a Feeding America Leadership Partner, donating 30 million pounds of food each year in an effort to end hunger in America. For more information about ALDI, visit aldi.us.

**According to annual surveys of U.S. consumers conducted 2011-18 and 2020 by Market Force Information.®*

***As of January 2021, based on a survey of everyday nationally distributed ALDI-exclusive branded products (excluding produce).*

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