



For Immediate Release

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Select Assortment Discount Grocer ALDI Brings First Store to Wichita Falls August 11, 2011
Grocer Keeps it Simple – Shoppers Save Big

Wichita Falls, TX. – Aug. 11, 2011 – Beginning Thursday, August 11, 2011, ALDI will offer grocery shoppers a smarter alternative as the select assortment discount grocer opens its first Wichita Falls store, located at 3121 Lawrence Road. Known for its premium ALDI select brands, ALDI is able to offer high quality grocery items at unbeatable prices.

“ALDI shoppers in Wichita Falls will be pleased to find the highest quality products at the lowest possible prices every day,” said Scott Huska, ALDI divisional vice president. “ALDI offers shoppers savings up to 50 percent over traditional grocery retailers and we are happy to be able to extend those savings to the community of Wichita Falls.”

Known for offering high quality fresh produce, fresh meats and grocery items at significant savings, the grocer’s streamlined approach allows ALDI to offer unbeatable prices on more than 1,400 of the most frequently purchased items, without the hassle of clipping coupons or buying in bulk.

ALDI also saves shoppers money by keeping stores open during prime shopping times. The new location will be open from 9 a.m. to 9 p.m. Monday through Saturday and from 10 a.m. to 8 p.m. on Sunday. ALDI accepts cash, debit and EBT cards.

A grocery retailer that has grown without merger or acquisition, ALDI plans to open more than 80 stores in the US in 2011.

About ALDI Inc.

A leader in the grocery retailing industry since 1976, ALDI has more than 1,100 U.S. stores located in 31 states primarily from Kansas to the East Coast. A select assortment discount grocer featuring its own ALDI select brands, ALDI applies smart and efficient operational and business practices to save more than 20 million monthly customers up to 50 percent on their grocery bills. ALDI, named 2009 Retailer of the Year by PL Buyer, sells more than 1,400 of the most frequently purchased grocery and household items in manageable, non-bulk packaging. For more information about ALDI, visit www.aldi.us.

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