

# LITTLE JOURNEY

## Fact Sheet

### GENERAL QUESTIONS ABOUT THE LITTLE JOURNEY PRODUCT LINE

#### 1. HOW LONG HAS ALDI CARRIED BABY PRODUCTS?

**A:** ALDI has always carried an assortment of baby diapers and wipes, but we're thrilled to announce the arrival of Little Journey - our first full line of baby products. With everything from newborn diapers to training pants, cleansing wipes to gentle baby wash and formula to solid snacks, ALDI now offers parents' everyday changing and feeding essentials in one convenient location.

#### 2. WHAT IS THE LITTLE JOURNEY LINE OF PRODUCTS?

**A:** Our Little Journey line - which includes everything from newborn diapers to training pants, cleansing wipes to gentle baby wash, formula to solid snacks - is the first full line of baby products under the ALDI exclusive brand of products. By adding Little Journey to our list of premium-quality brands, we now offer parents the everyday changing and feeding baby essentials they need, in one convenient location.

#### 3. WHAT BABY PRODUCTS ARE INCLUDED IN THE LITTLE JOURNEY BRAND?

**A:** We understand every child's journey is unique. That's why our Little Journey products were developed to meet the varying needs of our littlest ALDI fans - from infants to toddlers.

- Our full line of changing essentials includes gentle cleansing wipes, diapers and training pants to keep parents and little ones covered.
- Our gentle baby wash formula will help keep little ones clean and bath time tear-free.
- Our range of Little Journey powder formulas includes sensitive, soy-based and toddler options, designed to keep little tummies happy, and moms and dads cool, calm and collected.
- The Little Journey infant-to-toddler snacks include organic puree pouches, savory corn snacks and fruit-flavored puffs and yogurt bites.

#### 4. WHAT CERTIFICATIONS DO THE LITTLE JOURNEY PRODUCTS HAVE?

**A:** We're proud to share our Little Journey diapers, training pants and wipes have been awarded the prestigious Parent Tested Parent Approved Seal of Approval™.

### QUESTIONS ABOUT THE LITTLE JOURNEY FORMULA

#### 1. WHAT IS THE RANGE OF LITTLE JOURNEY BABY FORMULAS?

**A:** When it comes to feeding little ones, sometimes it IS rocket science. Our Little Journey range of six powder formulas was designed to keep little tummies happy, and moms and dads cool, calm and collected.

Each of our Little Journey formulas provide the complete nutritional benefits found in leading national brand baby food, are clinically proven to be well tolerated and also support growth and development, as well as meet the nutritional and quality standards established by the FDA.

- For baby's first year, the Advantage formula offers the complete nutrition for baby's first year, while the Infant formula includes the nutrients found in breast milk.
- Got a fussy baby? Try the easy-to-digest Gentle formula specifically designed to quell fussiness and gas.
- For sensitive tummies, the Sensitivity formula helps calm fussiness and gas associated with lactose, while the Soy formula is 100 percent lactose-free.
- And for growing toddlers, the Toddler Next Stage formula provides the nutrients needed to support brain development for kids on the go.

## **2. ARE THERE ALLERGY-SENSITIVE LITTLE JOURNEY FORMULAS AVAILABLE?**

**A:** Yes! Our Sensitivity formula was designed to help calm fussiness and gas associated with lactose-sensitive tummies, while our Soy formula is 100 percent lactose-free.

## **QUESTIONS ABOUT THE LITTLE JOURNEY FOOD**

### **1. HOW DOES ALDI TEST THE LITTLE JOURNEY BABY AND TODDLER FOODS?**

**A:** From those first smiles to the first day of preschool, when your Little Journey starts at ALDI, we grow with you. We aim to make good eating habits easy with yummy foods little ones will love, made from ingredients parents will feel good about. We're passionate about providing the best quality products at the lowest possible prices, and Little Journey is no exception. This is our No. 1 commitment to all shoppers, including parents and our littlest ALDI fans. The Little Journey food products are tested in our ALDI Test Kitchen located at our Batavia, Illinois, headquarters, to ensure we meet or beat the national brands on quality, nutrition and taste. And to be 100 percent sure we maintain our high-quality standards, we conduct independent lab analysis on all Little Journey food products before they hit shelves, and continually test products we sell at least twice a year. When a product doesn't meet our standards, we ask our suppliers to improve it.

### **2. WHAT IS THE RANGE OF LITTLE JOURNEY BABY AND TODDLER FOODS?**

**A:** As your child grows, so do we! Our Little Journey infant-to-toddler snacks make learning good eating habits easy with yummy foods little ones will love made from ingredients parents will feel good about.

Our Little Journey foods keep tummies happy and full with organic puree pouches in more than a dozen fruit and veggie flavors; savory Little Munchers® corn snacks; fruit-flavored whole grain Puffs, and Yogurt Bites made with real fruit.

## **QUESTIONS ABOUT THE LITTLE JOURNEY DIAPERS, TODDLER PANTS AND WIPES**

### **1. WHAT'S IN LITTLE JOURNEY'S DIAPERS AND TRAINING PANTS?**

**A:** When it comes to changing time, we know the most important thing is making sure you AND your little one are well covered. Our Little Journey diapers and training pants only include ingredients that have been thoroughly tested and proven to be safe. The ingredients used in our changing essentials are consistent with ingredients used in the national-brand diapers which have been proven to be safe, reliable and effective. Check package labels for more information about the materials and ingredients.

Our hypoallergenic Little Journey diapers and training pants are made from soft, stretchy, safe materials designed to keep up with little ones, even when they're on-the-go. The Little Journey diaper's layered design quickly pulls moisture away from babies' skin to a super-absorbent core. And our diaper's premium stretchy side panels provide a snugly fit to guard against leaks, while Vitamin E and aloe help protect your baby's delicate skin.

Our Little Journey training pants were designed to comfort and protect little ones through potty-training. Made of cottony soft material to feel like real underwear, the training pants' wetness indicator helps toddlers learn when they are wet, and feature refastenable sides for easy changing.

## **2. WHAT INGREDIENTS ARE IN THE LITTLE JOURNEY WIPES?**

**A:** Hypoallergenic, fragrance and alcohol-free, our Little Journey Soothing Baby Wipes only include ingredients that have been thoroughly tested and proven to be safe. The ingredients used in our Little Journey wipes are consistent with those used in the national brand wipes, which have been proven to be safe, reliable, and effective. Check package labels for more information about the materials and ingredients.

## **QUESTIONS ABOUT THE LITTLE JOURNEY DIAPERS, TODDLER PANTS AND WIPES**

### **1. WHAT'S IN LITTLE JOURNEY'S DIAPERS AND TRAINING PANTS?**

**A:** When it comes to changing time, we know the most important thing is making sure you AND your little one are well covered. Our Little Journey diapers and training pants only include ingredients that have been thoroughly tested and proven to be safe. The ingredients used in our changing essentials are consistent with ingredients used in the national-brand diapers which have been proven to be safe, reliable and effective. Check package labels for more information about the materials and ingredients.

Our hypoallergenic Little Journey diapers and training pants are made from soft, stretchy, safe materials designed to keep up with little ones, even when they're on-the-go. The Little Journey diaper's layered design quickly pulls moisture away from babies' skin to a super-absorbent core. And our diaper's premium stretchy side panels provide a snugly fit to guard against leaks, while Vitamin E and aloe help protect your baby's delicate skin.

Our Little Journey training pants were designed to comfort and protect little ones through potty-training. Made of cottony soft material to feel like real underwear, the training pants' wetness indicator helps toddlers learn when they are wet, and feature refastenable sides for easy changing.

### **2. WHAT INGREDIENTS ARE IN THE LITTLE JOURNEY WIPES?**

**A:** Hypoallergenic, fragrance and alcohol-free, our Little Journey Soothing Baby Wipes only include ingredients that have been thoroughly tested and proven to be safe. The ingredients used in our Little Journey wipes are consistent with those used in the national brand wipes, which have been proven to be safe, reliable, and effective. Check package labels for more information about the materials and ingredients.

### **3. WHAT SIZES DO THE LITTLE JOURNEY DIAPERS & TRAINING PANTS COME IN?**

**A:** The new Little Journey diapers and training pants were designed to grow with you and your baby - from their first trip home, to their first day of pre-school, we have little ones covered. Our Little Journey diapers range from newborn sizes to size six and the training pants fit toddlers sized 3T-4T.