

This Christmas we promise you this... We won't be beaten on the cost of your shop.

We know that the rising cost of living is a real worry for many Aussies, and we are acutely aware of how it affects the already tight budgets of our customers.

As Australia's low-cost leader, we put more savings in shoppers' back pockets. ALDI has never needed gimmicks to offer high-quality goods at the lowest possible prices. It's part of our DNA and is at the centre of what makes us Good Different.

While other supermarkets commit to locking, freezing, dropping, and matching a select range of goods over a limited time, our Price Promise holds strong. **We will never be beaten on the price of your weekly grocery shop. That's our Aussie Price Promise.**

We continue to be the best value supermarket in Australia and that will not change. It's how Aussie families can save up to \$2,400 a year by making the switch to ALDI.

Price is front-of-mind for Australians and is front-of-mind for us. We will never give up on bringing you the best possible prices in the market. ALDI is committed to savings across your whole shop, every day, always. That's our promise.



A handwritten signature of Tom Daunt in blue ink.

Tom Daunt
CEO ALDI Australia



Good Different