

# Aldi 2021 Pledge



This is a UK wide pledge

This commitment will be implemented  
by 2023

# 1

Retailers commit to increase sales of veg by adopting new measures which drive increased consumption while maintaining their existing commitments to reduce waste (22 actions to help drive up sales can be found in our retailer toolkit)

**This aligns with point 2 on the Commitments Framework**

## Commitment Details

Committing to an % increase in veg portions sold across own-brand products (or product lines) and reporting back to us on the volume sold (in grams), while maintaining existing commitments to reduce waste.

## Monitoring

Our pledge includes fresh, frozen and canned vegetables, using the baseline of July 19/June 20.

As part of our annual reporting, the sales of our vegetables will be converted into grams and reported to Peas Please, with a comparison to the baseline. E.g 1.8% increase

Data shared will be total grams/portions. Line level volume figures will not be shared.

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## Commitment Details

We commit to run regular (ideally weekly or monthly) vegetable campaigns in stores, on social media, or on websites and other communication channels. These should aim to make vegetables more appealing, available and affordable.

## Monitoring

Weekly vegetable advertising:

- 12 dedicated TV campaigns on Aldi Super 6 (once per month). The advertising campaigns will highlight these offers
- We have a press advert every other week (in line with the offer changing)
- We deliver 1 radio advert per month
- S6 offers featured in the leaflet every week
- Instore POS every other week
- Social media / online - some feature on one of the channels almost every day.

(Super 6 is a promotion which features 6 different fresh produce products, sold in a prominent area of the store. These products will be available at a lower price to the standard retail. The promotion changes every fortnight.)