

Aldi 2018 Pledge



This is a UK-wide pledge

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This commitment will be implemented by December 2021.

We pledge to take the following measures:

1. Monthly 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
 - Super 6 offers are featured in the leaflet every week
 - Instore POS every other week
 - Social media / online - some feature on one of the channels almost every day.
2. Vegetables in higher footfall areas - Project Fresh stores focus on promoting fresh produce at great value by highlighting them to our customers at the very start of their shopping journey (on the first aisle). The Super 6 promotion is given particular prominence, being front and centre when you enter every store.
3. All online vegetables include at least 2 portions of veg - an initiative is being developed with the marketing team to increase the servings of fresh produce in online recipes. A proactive approach has been planned to ensure that a variety of fresh produce has been used in these recipes.
4. New and improved vegetable signs - through the design of Project Fresh, the fresh produce area is highlighted by large category hanging boards and low-level value provenance and CR messaging which are prominent for customers. Significant signage is also present in the frozen vegetable and fruit area, attracting customers toward greater consumption. Continued below.

This aligns with point 2 on the Commitments Framework

5. Healthy start vouchers - there will be no in-store advertisement telling customers we accept Healthy Start Vouchers. An area on the website detailing the acceptance of the vouchers has been proposed.
6. Additional promotional space for vegetables - the increased linear space and efficient equipment design of the fresh produce section in Project Fresh stores enables additional promotion space. This additional promotion space has been utilised by hanging boards and vinyl signage, which have been applied to our equipment. Trials are ongoing to investigate the benefit of utilising digital screens and electronic shelf labels to further promote our fantastic range.
7. TV campaign - 12 TV campaigns have been dedicated to Aldi Super 6, one for each month. These are regularly advertised across television channels.
8. Allocate higher floor space for vegetables - Project Fresh has not only increased the linear sales area by just over 7% on average across store sizes, it has also maximised the cubic utilisation of the floor space by developing bespoke merchandising fixtures like the Herb Shelf.
9. Promotion of vegetables - The Aldi Super 6 is promoted in a prominent area of the store and will be available at a lower price to the standard retail. These offers change every two weeks to ensure the customer is inspired to purchase more fresh produce.

Terms:

- Project Fresh – a significant investment in our stores which shapes the format of all new build stores and renovates the existing estate.
- Super 6 - 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.

This aligns with point 2 on the Commitments Framework

Monitoring

We will use the percentage of shopping basket from vegetables monitored by Kantar and use internal quarterly reports to track progress using sales data.