



## For Immediate Release

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### Summer Starts with Fresh Finds at ALDI

*Get the Skinny on Light Summer Grilling and How to Save Big at ALDI This Summer*

**Batavia, Ill. – June 8, 2015** – Summer is right around the corner, which means cool treats, warm rays of sunshine and flavorful backyard barbecues are upon us. Whether firing up the grill for a cookout or looking for simple weeknight meal inspiration, shoppers can pick up the season’s best without breaking the bank. With plans to open nearly 650 new stores over the next five years, ALDI is making healthy living affordable for more and more smart shoppers across the U.S.

At ALDI, you will find great prices on fresh, organic and high quality products for up to 50 percent\* less than traditional grocers. This includes more than 70 varieties of fresh fruits and vegetables and high quality cuts of meat, ranging from USDA Choice top sirloin steak and boneless country style ribs to organic grass fed ground beef.

“Summertime means grilling time and ALDI has my favorite ingredients. Your entire meal from salad to dessert can be prepared on the grill for a simple and satisfying meal,” said ALDI Chef Brigitte Nguyen. “From grilled asparagus wrapped in prosciutto to pork chops stuffed with goat cheese – your guests will never believe you prepared a meal that is both sophisticated and budget-friendly.”

Follow these tips from Chef Nguyen to make summer grilling and entertaining – on the grill or over the campfire – simple, affordable and full of flavor:

- **Do Less, Taste More:** Sometimes all you really need are a few simple spices to add big flavor to your meal. Spice up your grilling routine with a dry spice rub, which works great on fresh meat, seafood and vegetables. Any one or a combination of cumin, chili powder, peppercorns or Italian seasoning will jazz up your dish. For dessert, sliced peaches with a dash of cinnamon and a drizzle of agave nectar tastes delicious sautéed over the grill.
- **Grill Once, Eat Twice:** Cooking for a week’s worth of leftovers has never been easier or more affordable with ALDI. Enjoy tasty meals throughout the week by grilling fresh chicken breasts, shrimp and vegetables on a Sunday night. Slice and serve on top of a bed of artisan lettuce with fresh mango slices or serve it again in wraps with cheese and butter lettuce.
- **Kick-Up Comfort Foods:** Corn on the cob is a summer barbecue staple, but don’t stop at the usual boiling technique. Try cooking your corn cobs on the grill and adding flavorful ingredients like parmesan or chili powder. Similarly, take your classic potato side dishes up a notch by substituting with other flavorful vegetables like sweet potato or cauliflower.
- **Add Some Regional Flare:** Switch up your go-to recipe routine with new regional flare, like smoky Texas barbecue or savory Carolina pulled pork. Follow along with the ALDI Summer Starts Here virtual road trip content series for recipes, tips and tricks to recreate regional cuisines without traveling farther than your local ALDI store.

### **Summer Starts Here Virtual Road Trip**

To celebrate regional food flavors, ALDI is teaming up with local bloggers from coast-to-coast to uncover both the well-known and less-discovered regional dishes and flavors through its Summer Starts Here virtual road trip series. All summer, readers can follow along through an interactive map on the [ALDI Simply Smarter Living Blog](#), which will include hot spots like Chicago, Atlanta and Houston, where they can discover region-specific recipes and tips on how to recreate these specialties using fresh ingredients from their local ALDI store.

### **More Summer Tips and Recipes**

The ALDI Summer Seasonal catalog is available online at [www.aldi.us](http://www.aldi.us) now through August and features a wide variety of seasonal items, such as pork spareribs and 100 percent whole wheat hot dog and hamburger buns, to brighten your summer. Each week, amazing deals on Special Buy items, like a deluxe water slide and beach chairs, are also offered. Healthful recipes from the ALDI Test Kitchen made with summer produce and fresh meat can also be found on the ALDI website. For exciting promotions and chances to win ALDI prizes, follow ALDI on [Facebook](#), [Twitter](#), [Pinterest](#) and the [ALDI Simply Smarter Living Blog](#).

### **About ALDI Inc.**

*A leader in the grocery retailing industry, ALDI operates nearly 1,400 US stores in 32 states, primarily from Kansas to the East Coast. More than 30 million customers each month save up to 50 percent\* on their grocery bills, benefiting from the ALDI simple and streamlined approach to retailing. ALDI sells more than 1,300 of the most frequently purchased grocery and household items, primarily under its exclusive brands, which must meet or exceed the national name brands on taste and quality. ALDI is so confident in the quality of its products, the company offers a Double Guarantee: If for any reason a customer is not 100 percent satisfied with any ALDI food product, ALDI will gladly replace the product and refund the purchase price. ALDI was named the 2014 Retailer of the Year by Store Brands Magazine for its strong commitment to value and innovation-focused private brand product development. For more information about ALDI, visit [www.aldi.us](http://www.aldi.us).*

*\*Based upon a price comparison of comparable products sold at leading national retail grocery stores.*