



PRESS RELEASE

12th April 2013

ALDI expansion continues

New store opens in Ely

ALDI, the UK's leading discount retailer, opened their new store in Ely on the 14th March 2013. The store is located on Lisle Lane on a site previously occupied by Thurlow Nunn Standen, an agricultural machinery business. The store has a floor area of 1,570 sq metres (16,900 sq ft) with 85 customer car parking spaces.

ALDI have over 520 stores trading in the UK and are opening new stores at the rate of one per week.

ALDI continue to enjoy strong trading figures and for the twelve weeks ending 17th March 2013, they boasted growth rates of 30.8%, far exceeding all of the other supermarket and discount food competitors. This is made up from a combination of 10% more shoppers than a year ago and 17% growth in the value of each shopping basket. (source: Kantar Worldpanel).

Neil Perrin from MP Real Estate based in Cambridge is retained by ALDI to secure new sites throughout the Eastern region and North East London:

"The increase in sales that ALDI has experienced over the last twelve months is phenomenal. More customers are appreciating that ALDI offers groceries that are just as good as the major supermarkets and often cheaper. This has resulted in a push to open more stores in locations where ALDI are unrepresented and new stores will be opening later this year in the east in locations including Bishops Stortford, Bury St. Edmunds, Clacton and a third store in Norwich. "

"ALDI's standard store format is for a building of circa 16,400 sq ft with in excess of 80 customer car parking spaces. Locations need to be prominent and accessible and can either be new build or conversions of existing buildings. In Cambridge ALDI have only one store on the Histon Road and this trades very well – we would look at another two stores in Cambridge if we could find suitable sites."

Other towns in the region where ALDI have requirements include Brentwood, Huntingdon, Newmarket, Royston and St Albans.

ALDI is a leading global retailer and one of world's largest privately owned companies with over 7,500 stores worldwide. The first ALDI store in the UK opened



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in Birmingham in 1990 and now the Company has over 500 stores nationwide. ALDI stocks around 1,000 lines with minimal or no duplication of products to remove the extra costs related to buying, supplying and product development. ALDI aims to offer the best quality products at value prices by simplifying the shopping experience and stripping out unnecessary costs.

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For more information, please contact:

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