



# PRESS RELEASE

**16<sup>th</sup> June 2015**

## **ALDI named WHICH? Best supermarket 2015**

Aldi has been crowned Which? Best Supermarket, scooping the gong for the fourth time in recognition of Aldi's unique winning combination of high quality products at everyday low prices.

Aldi has previously won the award in 2009, 2012 and 2013, and this year has beaten off competition from all supermarkets including Iceland, Lidl, Ocado and Waitrose, who were shortlisted, to gain the top spot.

The coveted title builds on an already successful year for Aldi, which has seen it surpass Waitrose to become the UK's sixth largest supermarket (according to Kantar Worldpanel Supermarket Share Data), while its products recently scooped 25 gold and silver medals in The Grocer Own Label Awards. The supermarket was also named MSC Convenience Retailer of the Year at this year's MSC (Marine Stewardship Council) UK Awards, announced earlier this month.

The annual Which? award is based on customer satisfaction, value for money, reliability and quality, and comes as Aldi's growth continues to outperform the market. The latest Kantar Worldpanel Supermarket Share Data ranks Aldi with a record high market share of 5.4%, representing over 15% growth year-on-year (Data: 12 weeks ending 24<sup>th</sup> May 2015).

Matthew Barnes, Chief Executive Officer for Aldi UK and Ireland, said: "Which? embodies the interests of the nation's consumers, acting to provide them with the best advice and value for money. Winning this award is an absolute privilege and recognises our ongoing ability to help UK shoppers save money without compromise.

"We've worked hard to show shoppers the true meaning of value, proving to them that they can have the very best quality without having to pay high prices. We achieve this through a dynamic business model which puts our customers at the heart of everything we do. Our business is built on championing what matters most to them, whether that's locally sourced British products, consistently low prices and great taste and quality, and this has proved successful in growing Aldi's average basket size to the second largest in the UK\*. It's been a fantastic 12 months for us, and 2015 is shaping up to be our most successful year ever."

(\*Nielsen KPI Data, 4 weeks ending 25<sup>th</sup> April 2015. Aldi has an average basket size of 18.7 goods vs. Asda (19.3), Tesco (17.3), Morrisons (17) Sainsbury's (15.5), Lidl (14.3), Waitrose (10.4) and Co-Op (5.6)).



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The Which? Awards were launched in 2007 to celebrate and reward the very best businesses in the UK, recognising individuals and companies such as Aldi for consistently 'getting it right' for their customers. The Which? Awards are completely independent and unlike many industry awards, a company cannot nominate itself. The title is awarded by leading industry experts and is based on research, testing, Best Buys and feedback from Which? members and the general public.

MP Real Estate act for ALDI in the eastern region.

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