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ALDI's Calif. expansion gets help from popular comedian in video series

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ALDI launched an online video series in collaboration with Ben Bailey, popular comedian and Emmy award-winning host of "Cash Cab." The series is equal parts education and entertainment to help

introduce ALDI to new customers across the United States and in Southern California specifically, where ALDI is planning to open approximately 45 new stores in 2016.

Surrounded by hidden cameras, Bailey surprised hundreds of shoppers at a Chicagoland store in late April. Bailey posed as an ALDI employee throughout the day, handing out wine and cheese samples, replenishing the produce aisle and doing price checks, all while quizzing shoppers on their ALDI Cart Smarts. These entertaining and candid moments are captured in a new video series available at lovealdi.com.

"I had a blast interacting with customers at ALDI and was amazed by how passionate they are about the savings, quality and selection of their groceries. People were quick to call out their favorite products and how much money they save each month," Ben Bailey said in a press release. "While ALDI does things a bit differently, you grow to appreciate the quirks as you get to know the ALDI way, especially when you realize how those quirks save you money. Once you're in, you're instantly hooked."

According to a new study commissioned by ALDI, 61 percent of US adults said it was too difficult to eat healthy and organic on a budget, and nearly eight out of ten respondents said they would buy fresh, high-quality and organic products if it wasn't so expensive — KRC Research conducted this research via an online survey of 1,029 Americans ages 18 or older May 21-24. At ALDI, shoppers can find great prices on fresh, high quality products, including organic items, for up to 50 percent less than traditional grocers, based upon a price comparison of comparable products sold at leading national retail grocery stores. This includes more than 70 varieties of fresh fruits and vegetables.

Rising demand for lower prices and quality combined is fueling significant expansion for ALDI. To bring quality and affordability to the West Coast, ALDI recently announced expansion plans to launch approximately 45 new stores in Southern California in 2016, with its first stores opening in March 2016. The ALDI expansion to California is an integral part of a five-year strategic plan to open 650 new stores across the nation. By the end of 2018, ALDI expects to operate nearly 2,000 stores, enabling ALDI to offer its fresh, high quality groceries at everyday low prices to more than 45 million customers each month.

"With nearly 40 years in the U.S. market, we are excited to celebrate the ALDI story and highlight our smarter shoppers by putting a fun, humorous spin on it," ALDI Director of Public Relations Liz Ruggles said in a press release. "Our vision for these videos is to drive awareness and education among new customers in a memorable way. Ben Bailey was the perfect choice to help us share that story with the California market. We're hoping these videos give people a laugh and inspire them to shop at ALDI."

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