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News Release

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FOR IMMEDIATE RELEASE

CONVERTING ALDI SHOPPERS TO LIQUOR SHOPPERS

September 19, 2008, Sydney: Although ALDI has a significantly lower number of retail outlets compared to its mainstream competitors, the latest findings from Nielsen's latest online liquor study has found that 45 percent of Australian consumers have shopped there in the last three months. Of those 45 percent, 16 percent purchased alcohol.

"Considering ALDI is still considered a new player in the retail space, opening its doors in Australia in 2001, seven percent is quite impressive, even given its number of limited retail outlets" states Michael Walton, Executive Director, Liquor Services Pacific, Nielsen.

ALDI does not operate standalone liquor sites; hence its ability to sell alcohol in states outside Victoria and the ACT is limited. Without this restriction, ALDI's ability to convert grocery shoppers to alcohol shoppers in Victoria increases significantly, with one in three (36%) ALDI shopper's also purchasing alcohol from the retailer.

"A 36 percent conversion rate is not dissimilar to the other supermarket chains in Victoria", notes Walton. "When taking into consideration that the vast majority of liquor sales are mainstream brands and ALDI only sells a limited set of 'retailer controlled' brands, the level of conversion is remarkable".

"With room for growth and pressures on consumers discretionary spend the implications for other retailers within the ALDI stores catchment is significant, as is the challenge for current liquor brand owners".

The study also found that the demographics more likely to purchase alcohol from ALDI are singles (23%) and white collar workers (21%).



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