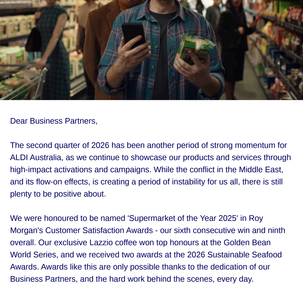
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ALDI Good Different Update

ALDI Good Different Update - Q2 2026



Dear Business Partners,

The second quarter of 2026 has been another period of strong momentum for ALDI Australia, as we continue to showcase our products and services through high-impact activations and campaigns. While the conflict in the Middle East, and its flow-on effects, is creating a period of instability for us all, there is still plenty to be positive about.

We were honoured to be named 'Supermarket of the Year 2025' in Roy Morgan's Customer Satisfaction Awards - our sixth consecutive win and ninth overall. Our exclusive Lazzio coffee won top honours at the Golden Bean World Series, and we received two awards at the 2026 Sustainable Seafood Awards. Awards like this are only possible thanks to the dedication of our Business Partners, and the hard work behind the scenes, every day.

We also brought two key brand activities to life. In partnership with Tourism and Events Queensland, we launched the 'ALDI Holidays Super Ferry', promoting ALDI Holidays packages to Queensland, and we staged an 'ALDI on Ice' fashion show to introduce our 2026 Snow Gear Special Buys in a fresh way that turned heads.

On the marketing front, we reinforced our price leadership message and celebrated ALDI fanatics. Our latest brand ad (pictured above) reinforces a simple truth: ALDI is not just where prices are lower, it is where real value lives. Alongside this, our ALDI IQ social campaign, fronted by creator and podcaster Matty J, invited Australians to put their shopping smarts to the test with a fast and fun shareable quiz.

In stores, we are trialling several merchandising changes to enhance operational efficiency across our network. The primary focus is increasing the stock weight of our highest-volume lines by reducing shelf levels and enabling greater vertical stacking—particularly on the base shelf. We are also increasing the number of products merchandised on D-pallets in stores and removing food products from the least-used register belts. This updated layout is designed to reduce replenishment workloads, improve product availability, and minimise single-case picking and delivery activities.

As previously advised, ALDI is also continuing with its transition to Automated Distribution Centres in Sydney and Melbourne. This will introduce additional requirements for Business Partners, including Logistics Unit, Trade Unit, and Delivery standards. To support Business Partners through this transition, these requirements will be detailed in the ALDI Supply Standards Document, with the initial requirements planned for release in July 2026. Further guidance and training on these requirements for Business Partners will be communicated later in the year.

Best regards,

Oliver Bongardt
Managing Director, National Buying

Company News



ALDI Holidays brings a Queensland 'Super Ferry' to Sydney Harbour

ALDI Holidays partnered with Tourism and Events Queensland to transform the Sydney commute into a Queensland style escape. The ALDI Holidays Super Ferry, captained by comedian Joel Creasey, welcomed commuters onboard a luxury super yacht inspired experience featuring immersive destination zones, from the Whitsundays Lounge to the Daintree Rainforest Den. The activation promoted ALDI Holidays to Queensland and reinforces our commitment to offering top tier travel experiences at prices Australians can afford.

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ALDI Snow Gear hits the ice with the Sydney Bears Ice Hockey Club

For more than two decades, Australians have relied on ALDI's iconic Snow Gear Special Buys to get ready for the slopes with quality, durable and stylish gear at ALDI prices. To celebrate this year's launch, ALDI partnered with the Sydney Bears Ice Hockey Club for a first-of-its-kind ALDI on Ice fashion show: a flagship retail moment that put the range's technical features to the test, demonstrating how performance meets style across more than 50 winter essentials.

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ALDI IQ celebrates Australia's smartest shoppers

This quarter, ALDI launched a new social campaign to celebrate the nation's smartest grocery shoppers. At the centre is the ALDI IQ Test, a fast and fun quiz that assigns shoppers an ALDI IQ score - from "Apprentice" to "Genius" - creating a simple, shareable way for customers to benchmark their shopping know-how and reinforcing that choosing ALDI is a smart, value-led decision.

Take The Test



ALDI named Roy Morgan Supermarket of the Year 2025

ALDI Australia has been recognised as 'Supermarket of the Year 2025' in Roy Morgan's Customer Satisfaction Awards - our sixth consecutive win and ninth overall. ALDI achieved an average customer satisfaction score of 87.6% and led the supermarket sector in every month of 2025, extending our winning streak to 55 months. This win demonstrates how ALDI's commitment to provide shoppers with exceptional quality at an ALDI price is resonating with Australian customers.

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