Master Artwork Guidelines

Australia

Version 12
September 2025

These guidelines replace any issued previously

Contents

The purpose of these guidelines

These guidelines serve as an introduction to the different methods of communicating product information to the consumer. They are designed to work in conjunction with existing ALDI brand frameworks (for example, White Mill or Just Organic) and 3rd party guidelines (MSC, Fairtrade, Rainforest Alliance etc) to deliver a clear and consistent approach to packaging artwork.

All other guidelines referred to this in document are available for download from ALDI's Brand Manager Website: www.aldibrandmanager.com

Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 95 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Where space is limited, condensed versions of the above can be used.

To ensure consistency across all ALDI brands, all non-brand information uses Helvetica Neue in various weights.

Items that are considered non-brand include:

• Health Star Rating (HSR)

• %Daily Intake (%DI) Discs

• Front of pack, non-branded claims

• Ingredients listing

• Nutrition Information Panel (NIP)

• Directions for use / cooking instructions

• Guarantee and ALDI address

• Trademark / registered statement.

Where space is limited, the condensed versions of the standard fonts can be used. Where a condensed font is used for a particular section, this should ideally be applied to all other sections. A mixture of standard and condensed fonts should be avoided on pack wherever possible.

Specially Selected Curated Collection	Discretionary
Oh So Natural Foods Oh So Natural Wholefoods Oh So Natural Superfoods Oh So Natural Organic Kids Oh So Natural Oh So Natural Gluten Free	Required
Earth Grown	Required

Some brands are preferred for the use of certain product types or for particular promotions, regardless of the category brand. The application of a brand to products within scope is prescribed within the respective brand guideline/framework. For brands included, see table left.

Some brand guidelines include 'devices' or 'callouts' for product claims or features that are prescribed for use on all ALDI brands, irrespective of the brand used. Refer to 'Front of Pack' in this MAG.

If a prescribed brand, 'device' or 'callout' is felt unsuitable for a product, exemption from the respective Brand Guardian is required.

For further details, please refer to *070202 Brand Guardian Responsibilities* in the ALDI AU National Buying Training Manual.

1. Front of Pack

Independent Organisation Logos (Sample only)

Industry and independent front of pack icons

Industry and independent logos can be used on ALDI Australia packaging when advised that they are applicable for use in the authorised Final Retail Specification (FRS).

All are available directly from the relevant organisation and have their individual guidelines to follow. Please ensure the correct logo is used, as identified in the FRS.

Country specific imagery, names, flags and graphics

Country specific flags, imagery & graphics can be used as a complimentary design element to the overall pack design, provided below criteria is met.

Food & Beverage: Country specific imagery can only be used for products that meet ALL the below criteria:

1. Products are "Grown in", "Product of" or "Made in" that country

2. For "Made in", the product is substantially transformed in that country

3. Product has a minimum of 90% ingredients sourced from that country

4. All characterising/significant* ingredients are from that country

* ingredients that incentivise a customer's purchase such as truffle in truffle oil and cocoa in chocolate milk.

Fresh Category Icons: These icons can be used on ALDI branded products, when above criteria is met for Australia. Buying and ALDI QA will decide on the specific wording of all claims.

"Style": Where the above criteria is not met, a specific country name may be used if the Supplier can provide evidence that the product was manufactured in a specific style or recipe belonging to a particular country. For example:

• Greek Style Yoghurt

• English Muffins

For further detail, consult 110107 ALDI Labelling Policy, or the approving Technical Service Provider.

1

2

Gluten free

Depending on the product, there are two options for communicating 'gluten free' to the consumer:

Option 1: Oh So Natural Gluten Free

Oh So Natural Gluten Free sub-brand, only suitable for natural products. Please refer to *Oh So Natural Brand Criteria* for full requirements.

Option 2: In-brand "gluten free" callouts where the product does not meet "natural" criteria
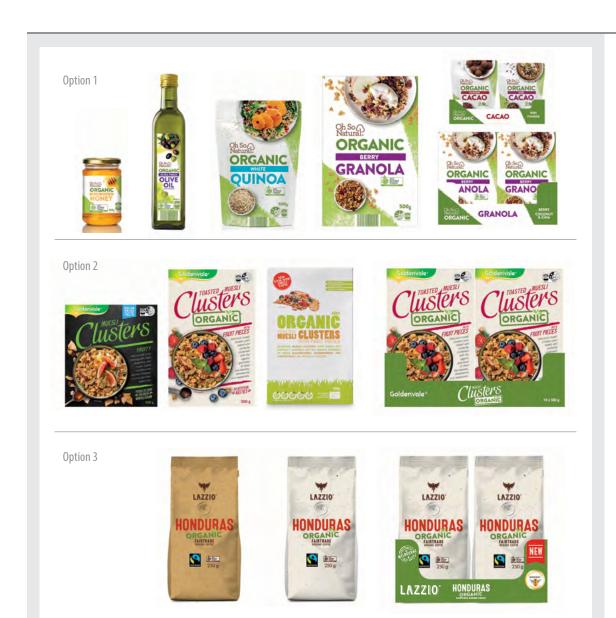
Products which do not meet *Oh So Natural Gluten Free* requirements to be branded under the relevant category brand as per market requirements, but can carry the Gluten Free claim as per the approved FRS.

Note for design agencies: "Gluten Free" callout must be stylised as per the Oh So Natural brand framework.

Gluten free stylised callout can be portrayed in a colour that complements the category brand.

If the Gluten Free stylised callout is not suitable for your product, please seek exemption approval from the Brand Custodian.

Option 1

Option 2

Option 3

Organic

Depending on the product and subject to claim validation by the TSP, there are three options to communicate a product is Organic to our customers.

Option 1:

If the market leader features a similar product in their master health / organic brands, the Oh So Natural Organic sub-brand should be used, provided the product aligns with the Oh So Natural Organic sub-brand criteria. Please refer to the Oh So Natural Brand Criteria for full requirements.

Option 2:

If an ALDI category brand is dominant, the ALDI category Masterbrand should be used, and the Organic callout featured.
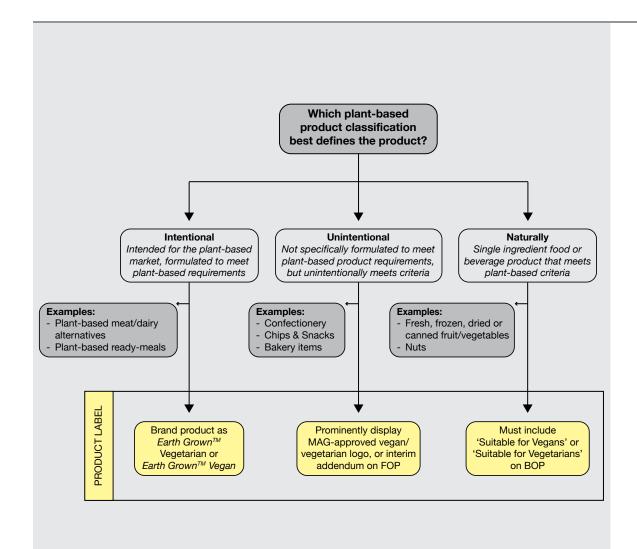
Option 3:

Where a premium stylisation of an ALDI category brand may not be conducive to the prescribed Organic callout. The Organic callout should feature on front of pack, secondary to the product title. The colour palette may be adjusted to suit the category brand, and the border may be excluded. The font and leaf device are to be retained.

Note for design agencies:

Organic branding must be stylised as per the Oh So Natural brand framework.

If you are uncertain which Organic option is best suited to your product, please contact the Brand Custodian for assistance.

Plant-Based Labelling

For plant-based food and beverage products, there are three possible classifications.

Classification 1: Plant-based (intentional) products must be branded as Earth Grown™ Vegetarian or Earth Grown™ Vegan. Examples include plant-based meat/dairy alternatives, plant-based ready meals.

Note for design agencies: Earth Grown™ branding must be stylised as per the Earth Grown brand framework.

Classification 2: Plant-based (unintentional) products must display the relevant approved vegan/vegetarian logo on pack. Examples include confectionary, chips & snacks, bakery items.

Classification 3: Naturally Plant-based products must display the 'Suitable for Vegans' or 'Suitable for Vegetarians' text on back of pack. Examples include fruit, vegetables and nut products.
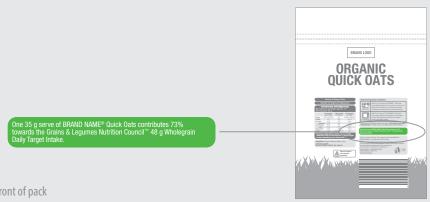
If you are uncertain which product classification is best suited to your product, please seek assistance from the Brand Custodian.

Claim	Permissible synonyms
Contains wholegrain	With wholegrain Made with wholegrain Source of wholegrain
High in wholegrain	Rich in wholegrain Good source of wholegrain
Very high in wholegrain	Very good source of wholegrain Excellent source of wholegrain Great source of wholegrain

BRAND LOGO

ORGANIC QUICK OATS

Rich in wholesome flavour, the oats are a nutritious and delicious start to your morning.

500 g

1   One *[product serving size]* serve of *[brand name and product name]* contributes XX% towards the Grains and Legumes Nutrition Council ™ 48 g Wholegrain Daily Target Intake.

BRAND LOGO

ORGANIC QUICK OATS

One 35 g serve of BRAND NAME® Quick Oats contributes 73% towards the Grains & Legumes Nutrition Council™ 48 g Wholegrain Daily Target Intake.

2   Front of pack

XX% of the Wholegrain daily target *

Back of pack

* Contribution of *[product serving size]* of *[brand name and product name]* towards the Grains & Legumes Nutrition Council™ 48 g Wholegrain Daily Target Intake.

Or

Contribution of *[product serving size]* of *[brand name and product name]* towards 48 g Wholegrain Daily Target Intake.

Wholegrain claims

Where a product contains wholegrains, this can be called out on pack using claims as defined by the Grains and Legumes Nutrition Council™ (GLNC). Possible claims (and permissible synonyms) are shown left.

How much the wholegrain forms part of the recommended daily target intake (DTI) is then communicated on pack with a qualifying statement (1), typically on the back of pack.

The statement can be split between front and pack (2) provided the following criteria are met:

- "Children" or "toddler" must appear in back of pack claim if split claims for children and toddler food are used
- Two halves of claim must be linked by a symbol (typically *)
- The word 'target' must be used in the DTI not a synonym
- The wording "as recommended by the Grains & Legumes Nutrition Council™" may not be used
- Single serve packs are exempt from declaring serving size
- It is recommended manufacturers seek legal advice to ensure use of split claim adheres to Food Standards Code and Australian Consumer Law Requirements
- The supplier is responsible for registering products onto the Grains & Legumes Nutrition Council database in order to make substantiated Wholegrain claims for ALDI branded products.

Use of factual wholegrain statements

- XX% wholegrain
- Made with XX% wholegrain
- XX grams of wholegrain per serve
- Made with XX different wholegrains.

For more information, see the GLNC code of practice: www.glnc.org.au/codeofpractice/code-of-practice/

What spelling to use?. Wholegrain should be used consistently

ACTIV ENERGY logo (ALDI specific)

In both core and special ranges where a product uses batteries, the Activ Energy logo should be placed on the artwork.

80 mm wide

9 pt

$3

$3⁹⁹

184 pt

184 pt, superscript, 25 pt baseline shift, tracking -50

143 pt

143 pt, superscript, -10 pt baseline shift, tracking -50

143 pt, superscript, 20 pt baseline shift, tracking -50

$3

When applied against a red background, a white keyline the same width as the red keyline should be added.

M 100
Y 100

Y 100

Price / value device (ALDI specific)

The price / value device can be used as a sticker on the front of pack as directed by the Buying Director.

All point sizes are given based on a diameter of 80 mm. When scaling or resizing the device, all elements must be uniformly scaled.

The device uses the corporate ALDI Sued Bold font at various sizes as shown left.

Product of Australia / Australia Made / Australia Grown
(3rd Party)

The 3rd party Product of Australia / Australian Made logos are approved for use on ALDI packaging and should be included when advised that they are applicable for use in the authorised Final Retail Specification (FRS).

These logos are to be used on non-food products only (as of June 2018 these are no longer used on food products).

The full colour versions are preferred; mono versions should only be used when print limitations dictate.

Australian country of origin logos are registered certification trademarks of the not-for-profit Australian Made Campaign Ltd (AMCL). Further information and contact details are available at www.australianmade.com.au

Western Australia

PMS **361**

Black

South Australia

SOUTH
A U S T R A L I A

SOUTH
A U S T R A L I A

SOUTH
AUSTRALIA

SOUTH
AUSTRALIA

C **0**
M **100**
Y **100**
K **0**

C **30**
M **100**
Y **100**
K **0**

C **0**
M **62**
Y **100**
K **0**

C **0**
M **27**
Y **100**
K **0**

K **60**

Black

State logos (3rd Party)

The 3rd party Buy West Eat Best / South Australia logos are approved for use on ALDI packaging and should be included when advised that they are applicable for use.

The logo should always appear on the front face of pack. The only exception is in instances where there is not enough room on the front face. When this is the case the logo must appear on the back of pack or secondary face.

The Buy West Eat Best and South Australia logos are to be used in addition to the relevant Australian Made/Product of Australia / Australian Grown logo (non-food products only) or the Standard Mark (food and beverage products), not in place of it.

Products featuring the Buy West Eat Best or South Australia logos must only be distributed in their respective states.

The full colour versions are preferred; mono versions should only be used when print limitations dictate.

Further details on the two respective programmes can be found here:

www.buywesteatbest.org.au and
www.dti.sa.gov.au/state-brand

IMPORTANT NOTE: As of July 2019, administration of the South Australia logo has passed from Brand South Australia to the Department of Trade, Tourism and Investment (DTTI) within the Government of South Australia.

'Check Allergen' icon

The 'Check Allergen' Icon is required to be displayed on the Front of Pack to alert consumers of a change in allergen status on an existing product or where products in dual supply contracts have differing allergen statements.

'Check Allergen' Icon to be displayed on the front face of pack when indicated on the product FRS.

Size: Icon to be applied with a minimum size of 15mm.

Location: Icon to be applied directly above the Daily Intake (DI%) disc /Health Star Rating. In instances where DI Discs/ HSR are not located FOP, Icon to be applied directly under TMS when placed at top of pack, or directly above TMS when at base of pack.

- **Alcohol Exemption:** Alcohol products are permitted to have the 'Check Allergen' Icon placed Back of Pack (BoP), to align with TMS placement.

- **Alcohol Products:** 'Check Allergen' Icon applied to sale unit artwork.

- **All other Products:** 'Check Allergen' Icon required on individual and/or sale unit.

Colour: The ALDI-Orange colour-way is the recommended 1st preference for the Icon. Only in instances where the artwork background is darker or of similar colour should the inverted, ALDI-Blue options or ALDI-Red be applied.

Further details on the purpose and application of the icon can be found in 110104 'Check Allergen' Icon Policy.

2. Front of Pack Nutrition Labelling

1

Note: there are <u>no</u> spaces in the values for the HSR ie. 1020KJ

2

%Daily Intake (%DI)* per XXX g serve

Note: there is a space between the values on the %DI Discs that are reflective of grams ie. '25 g per serve', but not in the percentages ie. 98%

Introduction

Front of pack nutrition labelling is to be implemented on ALDI food and beverage products in line with the current Front of Pack Labelling Policy.

The Australian government implemented the Health Star Rating (HSR) system to allow consumers to easily compare similar packaged items. ALDI has a preference for the HSR system to be used for front of pack labelling.

Inclusion of one of the two front of pack labelling systems (shown left) is mandatory:

1. HSR System – presents nutrient information and an overall star rating per 100 ml/100 g/PER PACK of a food or beverage product.

2. %Daily Intake (%DI) Discs – indicate the percentage of the daily recommended intake of energy/nutrients supplied by one serve of a food or beverage product.

IMPORTANT NOTE:

- Either HSR or %DI Discs will be on the front of pack, **NOT** both

- The HSR Energy Icon can **not** be used in isolation of the HSR logo, see section 2.2 for further information on using HSR icons.

1

2

3

The blue colour can change to another colour more in line with the colour scheme of the product's artwork.

4

The Health Star Rating (HSR) System

The full Health Star Rating is to be included on all eligible products where space permits, as an artwork update or as part of new packaging.

Health Star Ratings displayed on ALDI products must be:

- consistently and correctly displayed in accordance with the official Health Star Rating System Style Guide

- calculated per 100 g or 100 ml unless an industry agreed standardised serve size exists

- calculated based on the product "as sold" unless specific requirements to display "as prepared" are met.

IMPORTANT NOTE: ALDI does not accept Energy and/or Nutrient icons in the absence of the Health Star icon.

Four options exist for the HSR on the front of pack, based on the space available (listed in priority order):

1. Health Star Rating, Energy Icon, 3 Prescribed Nutrient Icons, plus 1 optional Nutrient Icon (if eligible).

2. Health Star Rating, Energy Icon and 3 Prescribed Nutrient Icons.

3. Health Star Rating and Energy Icon.

4. Health Star Rating only.

More detailed information can be found in the Health Star Rating System Style Guide.

Whole number, unless less than 1

20% tint of lighter colour

| Energy XXX% XXX kJ | Fat XXX% XXX g | Sat Fat XXX% <XXX g | Sugars XXX% <XXX g | Sodium XXX% XXX mg |

%Daily Intake (%DI)* per XXX g serve

Helvetica Neue 85 Heavy

Helvetica Neue 55 Roman

Helvetica Neue 85 Heavy 90% horizontal scale

Helvetica Neue 55 Roman 80% horizontal scale

Insufficient contrast

Energy XXX% XXX kJ — 14 mm

Energy XXX% XXX kJ — 10 mm

Maximum

Minimum

Fat XXX% XXX g ✓

Fat XXX% XXX g ✗

Plain pack face – no platform

Energy XXX% XXX kJ | Fat XXX% XXX g | Sat Fat XXX% <XXX g | Sugars XXX% <XXX g | Sodium XXX% XXX mg

%Daily Intake (%DI)* per XXX g serve

Busy pack face – platform used

%Daily Intake (%DI) Discs

Where Health Star Ratings are not present, %Daily Intake (%DI) Discs must be displayed.

All five %DI discs are required on front of pack and must appear in the same order as the NIP:

1. Energy 2. Fat 3. Saturated Fat 4. Sugars 5. Sodium.

Typically they will appear side by side in horizontal orientation, though variations exist for situations where the horizontal version is not possible; see the following page.

The minimum diameter size of the entire disc is 10 mm and the maximum is 14 mm.

Colours are flexible and can be adapted to match a product's colour scheme. The only requirement is a sufficient contrast between the two colours must be observed.

Typically the %DI Panel is placed direct onto a plain area of the front face (ie clear, a solid colour or a non-busy image).

If the %DI Panel is placed on a busy pack face (ie a photograph, complex image/illustration or a texture), a 'platform' will be required to aid readability with the shape set to 50% white transparency.

If in any doubt about the legibility of the text, the 'platform' should be added.

1

%Daily Intake (%DI*) per XXX g serve

Energy **XXX%** XXX kJ

Fat **XXX%** XXX g

Sat Fat **XXX%** <XXX g

Sugars **XXX%** <XXX g

Sodium **XXX%** XXX mg

2

Energy **XXX%** XXX kJ

Fat **XXX%** XXX g

Sat Fat **XXX%** <XXX g

Sugars **XXX%** <XXX g

Sodium **XXX%** XXX mg

%Daily Intake (%DI*) per XXX g serve

3

Energy **XXX%** XXX kJ

Fat **XXX%** XXX g

Sat Fat **XXX%** <XXX g

Sugars **XXX%** <XXX g

Sodium **XXX%** XXX mg

%Daily Intake (%DI*)
per XXX g serve
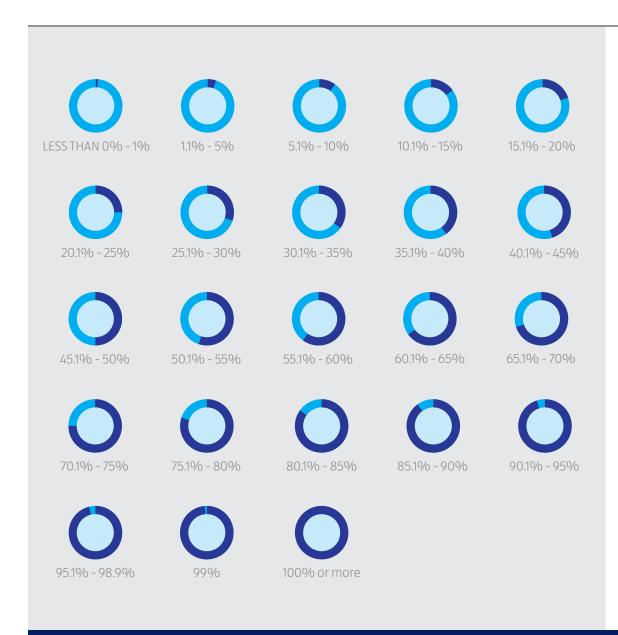
%Daily Intake (%DI) Discs CONTINUED

Alternative arrangements for the %DI discs are shown here. Only the approved versions included in these guidelines are the versions to be applied on pack.

1. Vertical arrangement.

2. Stacked horizontal arrangement.

3. Stacked vertical arrangement.

%Daily Intake (%DI) Discs CONTINUED

Pie chart segments to apply.

LESS THAN 0% - 1%   1.1% - 5%   5.1% - 10%   10.1% - 15%   15.1% - 20%

20.1% - 25%   25.1% - 30%   30.1% - 35%   35.1% - 40%   40.1% - 45%

45.1% - 50%   50.1% - 55%   55.1% - 60%   60.1% - 65%   65.1% - 70%

70.1% - 75%   75.1% - 80%   80.1% - 85%   85.1% - 90%   90.1% - 95%

95.1% - 98.9%   99%   100% or more

3. Backs and Sides of Pack

BRAND LOGO

PRODUCT TITLE

Secondary descriptor

Ingredients: **Wheat** Flour, Water, Cream (From **Milk**), Vegetable Oil, Baking Powder [Includes Raising Agents (500, 341), Acidity Regulator (541)], Sugar, Salt.
CONTAINS GLUTEN, WHEAT, MILK.
MAY CONTAIN ALMOND, HAZELNUT, SESAME, SOY.
Keep refrigerated. Store below 4 °C.
Suitable for freezing.
Consume within 1 day of opening.

NUTRITION INFORMATION
Servings per package: 25
Serving size: 30 g (approx. 1 Cup)

	Avg. Quantity per Serving	%Daily Intake* per Serving	Avg. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
Protein	2.3 g	5%	7.6 g
Fat, total	1.7 g	2%	5.7 g
- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Sodium	74 mg	3%	246 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

USE BY

HEATING INSTRUCTIONS

MICROWAVE

OVEN WATTAGE	TOTAL COOKING TIME
HIGH	30 seconds

1. Remove naan bread from bag.
2. Place in the centre of microwave and heat on HIGH for 30 seconds.
3. Carefully remove from microwave and stand for 20 seconds.

GRILL

MEDIUM	2 minutes

1. Preheat oven grill on a medium heat.
2. Remove the naan from the packet.
3. Place onto the pre-heated baking tray for 1 minute each side.
4. Stand for 30 seconds before serving.

APPLIANCES VARY CONSIDERABLY, PLEASE ADJUST HEATING TIMES IF NECESSARY.

[BRAND NAME]™ is a trademark of ALDI Stores.
ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store for a full refund or replacement.
ALDI STORES, 1 SARGENTS ROAD
MINCHINBURY NSW 2770
www.aldi.com.au

Tub   Foil   Lid
Scrunch into Ball
arl.org.au

Made in Pakistan

XXXXXXXXXXXXX

The example shown above is just illustrative of the type and style of items that will be included and is not representative of an actual product.

Introduction

The back and sides of pack information includes, but is not limited to, ingredients, Nutrition Information Panel (NIP), claims and logos, statements, legal copy, ALDI guarantee and address, cooking and usage instructions, trademark statement, country of origin and recycling.

1. Brand logo – optional dependent on space available.

2. Product title and secondary descriptor – optional dependent on space available.

3. Ingredients listing.

4. Allergen statements.

5. Storage instructions.

6. Nutrition Information Panel (NIP).

7. Cooking and/or heating instructions.

8. Trademark statement.

9. ALDI guarantee, address and website.

10. Recycling (ARL).

11. Country of origin statement / standard mark.

12. Barcode and GTIN number.

NUTRITION INFORMATION

Servings per package: 25
Serving size: 30 g (approx. 1 Cup)

	Avg. Quantity per Serving	%Daily Intake* per Serving	Avg. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
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Sodium	74 mg	3%	246 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ.
Your daily intakes may be higher or lower depending on your energy needs.

Note: In the sentence 'Serving size: 30 g (approx. 1 Cup)
- there is a space between 30 g
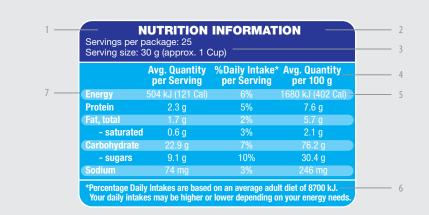- 'approx.' always has a lowercase 'a'

Nutrition Information Panel (NIP)

The Nutrition Information Panel (NIP) MUST be included on the back of pack with the ingredients, except on a dual face pack (where the front and back of pack are identical) then the NIP must be included on a side.

The NIP must always appear in exactly this format to ensure that it meets ALDI requirements. The NIP values need to appear exactly as they are presented in the Pack Copy Report from the ALDI Product Portal.

The colours can change to compliment brand and pack colours, and consist of a dark primary colour and a lighter secondary colour. The panel can be sized up or down (subject to a minimum point size of 6 pt) to suit the pack size and shape.

Depending on the product, additional information can be added to the NIP as shown on the following page.
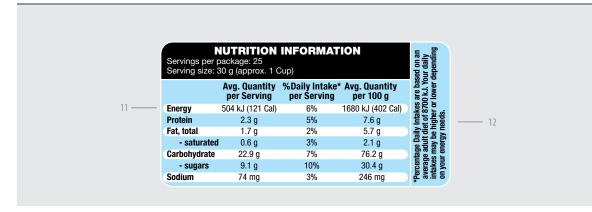
NUTRITION INFORMATION

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Sodium	74 mg	3%	246 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ.
Your daily intakes may be higher or lower depending on your energy needs.

NUTRITION INFORMATION

Servings per package: 25
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- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Dietary Fibre	3.2 g	5%	10.7 g
Sodium	74 mg	3%	246 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ.
Your daily intakes may be higher or lower depending on your energy needs.

There are no column keylines so adaquate space must be left to ensure the information in the three columns is clearly distinguishable.

NUTRITION INFORMATION

Servings per package: 25
Serving size: 30 g (approx. 1 Cup)

	Avg. Quantity per Serving	%Daily Intake* per Serving	Avg. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
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- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Dietary Fibre	3.2 g	5%	10.7 g
Sodium	74 mg	3%	246 mg
Calcium	80 mg (10% RDI)#		267 mg
Thiamin (Vitamin B₁)	0.55 mg (50% RDI)#		1.83 mg
Riboflavin (Vitamin B₂)	0.43 mg (25% RDI)#		1.43 mg
Niacin	2.5 mg (25% RDI)#		8.3 mg
Folate	100 µg (50% RDI)#		333 µg
Vitamin B₆	0.4 mg (25% RDI)#		1.3 mg
Vitamin E	2.5 mg (25% RDI)#		8.3 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ.
Your daily intakes may be higher or lower depending on your energy needs.
#Percentage of Recommended Dietary Intake.

Nutrition Information Panel (NIP) CONTINUED

1. The headline panel appears in the primary colour with text in white.

2. HEADLINE: Helvetica Neue 95 Black, upper case, centred.

3. SERVING TEXT: Helvetica Neue 55 Roman, sentence case, left aligned.

4. COLUMN HEADERS: Helvetica Neue 77 Bold Condensed, centred.

5. HEADING (Energy, etc): Helvetica Neue 77 Bold Condensed, left aligned. VALUES: Helvetica Neue 57 Condensed, centred.

6. SIGN OFF TEXT: Helvetica 77 Bold Condensed, centred

   "*Percentage Daily Intakes are based on an average adult diet of 8700 kJ." must appear at the bottom of the NIP. This is a mandatory legislative requirement. "Your daily intakes may be higher or lower depending on your energy needs" may be added at the discretion of the Buying Director.

7. Alternate lines are highlighted with a 50% tint of the secondary colours (or white; see following page).

8. Where applicable, Dietary Fibre is added between Sugars and Sodium. Where there are types of dietary fibre declared (Polydextrose, Inulin etc), "total" is added: "Dietary Fibre, total"

9. The panel can extend to declare additional constituents and an additional statement is added to the lower section: "#Percentage of Recommended Dietary Intake."

10. "Protein" must be "Protein, total" if gluten values are then declared.

NUTRITION INFORMATION

Servings per package: 25
Serving size: 30 g (approx. 1 Cup)

	Avg. Quantity per Serving	%Daily Intake* per Serving	Avg. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
Protein	2.3 g	5%	7.6 g
Fat, total	1.7 g	2%	5.7 g
- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Sodium	74 mg	3%	246 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

11

12

13

NUTRITION INFORMATION

Servings per package: 25
Serving size: 30 g (approx. 1 Cup)

	Avg. Quantity per Serving	%Daily Intake* per Serving	Avg. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
Protein	2.3 g	5%	7.6 g
Fat, total	1.7 g	2%	5.7 g
- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Sodium	74 mg	3%	246 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

14

NUTRITION INFORMATION

Servings per package: 25
Serving size: 30 g (approx. 1 Cup)

	Avg. Quantity per Serving	%Daily Intake* per Serving	Avg. Quantity per 100 g
Energy	504 kJ (121 Cal)	6%	1680 kJ (402 Cal)
Protein	2.3 g	5%	7.6 g
Fat, total	1.7 g	2%	5.7 g
- saturated	0.6 g	3%	2.1 g
Carbohydrate	22.9 g	7%	76.2 g
- sugars	9.1 g	10%	30.4 g
Sodium	74 mg	3%	246 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

Nutrition Information Panel (NIP) CONTINUED

11. Where the secondary colour is quite pale, the alternate highlights can change to white and the text becomes black.

12. On packs with restricted vertical space, the sign off panel can move to the right and run vertically.

13. Monochrome version with text and lines in black (or alternative dark colour).

14. White out monochrome version.

For both monochrome versions, note how the alternate highlight lines are omitted.

1   Ingredients: Pasta (55%) (Durum **Wheat** Semolina, Water, **Egg** (5.7%), **Sesame** Oil, **Egg** Yolk (1.3%)),
     Filling (45%) [Cheese (**Milk**, Salt, Cultures), Salmon (*Salmo Salar*) (**Fish**) (9%), Cream (**Milk**), Onion,
     Prawn (*Penaeus vannamei*) (**Crustacean**) (2.3%), Scallop (*Zygochlamys patogonica*) (**Mollusc**) (0.6%),
     Lupin Flour, Seasoning (**Almond**, **Peanut**, **Soy**)], Preservative (223) (**Sulphites**), Processing aids (**Soy**).
     CONTAINS SULPHITES, GLUTEN, WHEAT, ALMOND, CRUSTACEAN, EGG, FISH, LUPIN, MILK,
     MOLLUSC, PEANUT, SESAME, SOY.
     MAY CONTAIN HAZELNUT, WALNUT.
     Product includes 23% Ricotta, 9% Salmon, 7% Egg Products, 2.3% Prawn and 0.6% Scallop.

     Italics used for Latin names

2   Ingredients: Pasta (55%) (Durum **Wheat** Semolina, Water, **Egg** (5.7%), **Sesame** Oil, **Egg** Yolk (1.3%)), Filling (45%) [Cheese
     (**Milk**, Salt, Cultures), Salmon (Salmo Salar) (**Fish**) (9%), Cream (**Milk**), Onion, Prawn (*Penaeus vannamei*) (**Crustacean**)
     (2.3%), Scallop (*Zygochlamys patogonica*) (**Mollusc**) (0.6%), **Lupin** Flour, Seasoning (**Almond**, **Peanut**, **Soy**)], Preservative
     (223) (**Sulphites**), Processing aids (**Soy**).
     CONTAINS SULPHITES, GLUTEN, WHEAT, ALMOND, CRUSTACEAN, EGG, FISH, LUPIN, MILK, MOLLUSC, PEANUT,
     SESAME, SOY.
     MAY CONTAIN HAZELNUT, WALNUT.
     Product includes 23% Ricotta, 9% Salmon, 7% Egg Products, 2.3% Prawn and 0.6% Scallop.

3   *Allergenic ingredients and derivatives are highlighted in bold*

     Ingredients: Pasta (55%) (Durum **Wheat** Semolina, Water, **Egg** (5.7%), **Sesame** Oil, **Egg** Yolk (1.3%)),
     Filling (45%) [Cheese (**Milk**, Salt, Cultures), Salmon (*Salmo Salar*) (**Fish**) (9%), Cream (**Milk**), Onion,
     Prawn (*Penaeus vannamei*) (**Crustacean**) (2.3%), Scallop (*Zygochlamys patogonica*) (**Mollusc**) (0.6%),
     Lupin Flour, Seasoning (**Almond**, **Peanut**, **Soy**)], Preservative (223) (**Sulphites**) Processing aids (**Soy**).
     CONTAINS SULPHITES, GLUTEN, WHEAT, ALMOND, CRUSTACEAN, EGG, FISH, LUPIN, MILK,
     MOLLUSC, PEANUT, SESAME, SOY.
     MAY CONTAIN HAZELNUT, WALNUT.
     Product includes 23% Ricotta, 9% Salmon, 7% Egg Products, 2.3% Prawn and 0.6% Scallop.

4   *Summary statement*

5   *Precautionary statement*

Ingredients and Allergens

The ingredients must appear with the NIP on back of pack.

1. The format is as shown left. Text appears in title case in Helvetica Neue 85 Heavy, 55 Roman and 56 Italic.

2. Where space is limited, condensed versions of the above can be used.

3. Allergenic ingredients and derivatives are highlighted in bold wherever they appear, in addition to a standardised **CONTAINS...** summary statement which appears below the listing in upper case Helvetica Neue 85 Heavy.

4. The summary statement as well as the ingredients that contain allergenic substances must be declared by their required names following the mandatory spelling as outlined in Standard 1.2.3 and Schedule 9 of the Food Standards Code.

5. A standardised precautionary statement is added which matches the statement detailed in the authorised ALDI FRS. If the VITAL tool was used to determine the allergen risks, then the **MAY BE PRESENT** version is used, otherwise the **MAY CONTAIN** version is used.

Ingredients: **Wheat** Flour, Sugar, Butter (**Milk**), Buttermilk (**Milk**), Spelt Flour (**Wheat**), Cocoa, Cocoa Butter, Emulsifier (322) (**Soy**), **Walnuts**, Raspberries, Salt.
CONTAINS GLUTEN, WHEAT, WALNUT, MILK, SOY
MAY CONTAIN SULPHITES, ALMOND, PISTACHIO.
Product includes 5% Milk Chocolate and 2.6% Raspberry Jam.
Milk Chocolate (5%) includes 27% Cocoa Solids Minimum and 14% Milk Solids Minimum.
Product includes 1.4% Cocoa Solids Minimum and 0.7% Milk Solids Minimum.

Percentage of characterising component in characterising ingredient.

Percentage of characterising component in overall product.

Egg production system

Ingredients: Pasta (65%) (Drum **Wheat** Semolina, Water, **Egg**), Filling (35%) {Breadcrumbs (**Wheat** Flour, Water, Yeast)}, Beef, Water, Vegetable Oil, Spices and Herbs Premix [Salt, Sugar, Hydrolysed Vegetable Protein, **Wheat** Cereal, Spices, Flavour Enhancer (635), Corn Flour, Herbs, **Wheat** Fibre, Dehydrated Vegetables, Colour (150d)], Parmesan Cheese (Contains **Milk**, Non-Animal Rennet), Onion, Carrot, Celery).
CONTAINS GLUTEN, WHEAT, EGG, MILK.
MAY CONTAIN SOY.
Product includes 10% Beef and 1% Parmesan.

Ingredients CONTINUED

Characterising ingredients

Ensure any characterising ingredients are identified in the ingredient list or located directly below the Allergen summary statement.

This is to be in addition to any claims made elsewhere on pack regarding the % of characterising ingredients. If percentages would add up to over 100% using the rounding rules, the unrounded percentages can be used - provided that these are not expressed in more than 3 significant figures.

Note: For characterising ingredients present at 5% or more these are rounded to a whole number and ingredients present at less than 5% are rounded to 1 decimal place. This will be prescribed in the FRS.

Statement Order list

1. Statement of Ingredient List.
2. Allergen Summary statement/s.
3. Characterising Ingredients.
4. Rainforest Alliance Statement.
5. RSPO Statement.

Eggs as ingredients

Cage-free egg ingredient production system labelling within the product's ingredient list is no longer required for ALDI branded products where no claim on pack about the product's egg ingredients is being made.

Ingredients: Dark Chocolate (18%) [Sugar, Cocoa Mass, Cocoa Butter, **Milk** Solids, Emulsifiers (322 From **Soy**, 476), Natural Vanilla Flavour], Jam [Sugar, Fruit, Thickener (440), Acidity Regulator (330)], Sugar, Self Raising Flour [Contains **Wheat**, Raising Agents (339, 341, 450, 500), Vitamins (Thiamin, Folic Acid)], Full Cream **Milk**, **Egg**, Alkalised Cocoa Powder (8%), Vegetable Oil (Palm Oil), White Compound Chocolate (4.5%) [Contains **Milk**, Emulsifier (322 From **Soy**), Natural Vanilla Flavour], Flavour (From **Hazelnut**), Iodised Salt, Baking Powder [Raising Agents (450, 500), **Wheat** Starch], Emulsifier (322 From **Soy**), Preservative (202), Colours (120, 150b).

CONTAINS GLUTEN, WHEAT, EGG, MILK, SOY, HAZELNUT.

MAY CONTAIN PISTACHIO, WALNUT.

Dark Chocolate Contains 58% Cocoa Solids Minimum.

Triple Chocolate Muffins Contain 18% Cocoa Solids Minimum.

Contains Sustainable Palm Oil.

Ingredients CONTINUED

Sustainable Palm Oil

ALDI branded products containing RSPO certified sustainable palm oil in accordance with the Master Food and Non-Food International Catalogue of Requirements (ICOR) will include one of the following statements on pack, below the ingredients list and any allergen and characterising ingredient statements:

Contributes to the Production of Sustainable Palm Oil

- this is stated when the Mass Balance (MB) certification system of the RSPO is used and at least 95% of the palm oil used is from certified sources;

Contains Sustainable Palm Oil

- this is stated when the Segregated or Identity Preserved certification systems of the RSPO is used and at least 95% of the palm oil used is from segregated sources.

Where a blend of sources are used (from different certification systems), only the MB claim can be used on pack.

One of the above statements will be applied only where products contain either actual palm oil or palm kernel oil, or derivatives and fractions (D&Fs) that contain the word "palm" as part of the ingredient name (e.g. Cetyl Palmitate). All other D&Fs containing palm will not qualify a product for use of an on-pack statement.

Where Vegetable Oil is derived wholly or partially from Palm Oil, this shall always be mentioned on the label as Palm Oil (e.g. Vegetable Oil (Palm Oil)) and comply with the Master Food and Non-Food ICOR, this includes the Palm Oil claims on pack stated above.

Palm Oil Free claims are not permitted to be made under any circumstance. ALDI does not use the RSPO Certified Sustainable Palm Oil logo on our products

Full colour version (preferred)

Method		
AIR FRY	**12 - 15 minutes**	
	Preheat the air fryer to 200 °C. Place the frozen SEASONS PRIDE® Steak Cut Chips in the basket. Air fry for approx. 12 – 15 minutes, and cook to a light golden colour.	
BOIL	**15 minutes**	
	Add contents to a pan of boiling water. Leave to cook for 15 minutes, stirring occasionally, check cooked throughout before serving.	
BBQ	**Additional 5 minutes**	
	Cook as instructed, place on BBQ for 5 minutes for BBQ taste.	
DEEP FRY	**4 - 6 minutes**	
	Fry in hot oil for 4 - 6 minutes or until crispy and golden. Drain well before serving.	
FRY	**4 - 6 minutes**	
	Add butter or oil to the frying pan, allow to heat through before putting the contents into pan. Turning once half way through cooking time and cook for 4 - 6 minutes or until golden brown.	
GRILL	**10 - 15 minutes**	
	Place on a wire rack, brush lightly with oil or butter. Cook in the grill on a medium heat, turning once half way through cooking time. Cook until golden brown.	

MICROWAVE	OVEN WATTAGE	TOTAL COOKING TIME
	B/650W	7 minutes
	D/750W	6 minutes
	E/1000W	5 minutes
	Place on a microwavable dish. Place in microwave on a medium high heat for the time specified above or until pastry is golden brown and the pie is throughly cooked and piping hot throughout.	

OVEN		
ELECTRIC	190°C	50 - 55 minutes
FAN	170°C	50 - 55 minutes
GAS	Gas Mark 5	50 - 55 minutes
Place on a baking tray. Brush with beaten egg or milk and place in a preheated oven for time specified above, or until pastry is golden brown and the pie is thoroughly cooked and piping hot throughout.		

Method		
SHALLOW FRY	**10 minutes**	
	Add to a tablespoon of oil in a frying pan and fry over a medium heat for the time stated above, turning occasionally. Drain well before serving.	
SANDWICH PRESS	**5 minutes**	
	Preheat the sandwich press. Place into sandwich press and cook for 5 minutes or until crispy and cooked through.	
STEAM	**10 minutes**	
	Place contents in a steamer and place over the top of a pan of boiling water. Allow to steam throughout for 10 mintues.	
STIR-FRY	**7 minutes**	
	Add oil to the wok and heat through, add pack contents and stir occasionally.	
STOVE TOP	**5 - 6 minutes**	
	Empty contents into a saucepan and heat gently for 5-6 minutes stirring occasionally. Do not boil.	
TOAST	Place the frozen potato waffles vertically in the toaster. Set the browning control to maximum. Press the lever to toast, after the initial 'pop-up' repeat the process until the waffles are golden brown and piping hot throughout. Unplug the toaster and leave to cool before removing the waffles from the toaster.	

Positional text only – specific copy will be provided within the approved FRS for each project

Cooking / heating instructions

Cooking / heating instruction icons appear as shown left. An icon highlighting each cooking method is placed at the start of each section and the text that follows will be outlined in the approved FRS. The full colour version is the preferred choice.

FESTIVE SELECTION™ is a trademark of ALDI Stores.

THE OLIVE TREE® is a registered trademark of ALDI Stores.

Trademark symbols and statements

There are two possible symbols used on pack ™ or ®.

™ is used for product / brand names that are Trademarked, meaning that the registration process has already been started.

® is used for product / brand names that are a Registered Trademark, meaning that the brand name has been through the trademark registration process and is now fully registered.

The Technical Service Provider will detail on the Final Retail Specification (FRS) if the product is either ™ or ® based on information supplied by ALDI regarding the current trademark status. This is then reflected on pack through one of the following statements, in Helvetica 55 Roman (or 57 Condensed):

BRAND NAME™ is a trademark of ALDI Stores.

BRAND NAME® is a registered trademark of ALDI Stores.

The statement appears before the guarantee on pack.

The trademark name in text must always appear in capital letters regardless of how it is written in the logo.

The applicable ™ or ® symbols must also appear wherever the trademark brand names appears, either in a logo or written in text. How the symbol appears in relation to the logo will be covered in a given brand's guideline or framework.

1   ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store for a full refund or replacement.

2   ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store, within 60 days from the date of purchase, for a full refund or replacement.

3   ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store within 60 days from the date of purchase for a full refund or replacement, or take advantage of our after sales support by calling the supplier's Customer Service Hotline.

4   Specially made for ALDI STORES 1 SARGENTS ROAD MINCHINBURY NSW 2770 www.aldi.com.au

ALDI Guarantee Statement

There are four options for the wording of the ALDI Guarantee as shown left. The guarantee can run to as many lines as space dictates and appears in Helvetica Neue 55 Roman (or 57 Condensed if space is restricted).

1. Core range, seasonal, trial and all grocery specials.

2. Non-food and formulated Specials without a warranty.

3. Non-food specials that come with a warranty and product identification plate. Refer to the ALDI Guideline for Product Information, available separately.

4. Alcoholic beverages.

In consultation with the Buying Director, the ALDI Guarantee Statement is not required for Produce articles if the label is too small.

ALDI STORES, 1 SARGENTS ROAD MINCHINBURY NSW 2770
www.aldi.com.au

ALDI STORES, 1 SARGENTS ROAD
MINCHINBURY NSW 2770
www.aldi.com.au

ALDI STORES
1 SARGENTS ROAD
MINCHINBURY NSW 2770
www.aldi.com.au

ALDI address and website

The ALDI address and website can appear in one of three formats as shown left. The address appears in Helvetica Neue 55 Roman and the website in 85 Heavy (or the condensed equivalents if space is restricted).

Where appropriate to do so, the address and website can be left aligned.

Note how the comma is omitted after STORES in the third example.

Both the address and website must appear in the same colour, with no underline.

PLU numbers

ALDI changed its globally defined PLU design.

- The new design eases lookup and identification of Article PLU and Variant PLU

- Improves cooperation with ALDI NORTH and facilitates harmonised packaging.

The future ALDI SOUTH PLU design is harmonised with ALDI NORTH.

It will become effective when distributed in a future release of the Barcode & QR Code guideline.

Phase	Content	Current design	Future design
Interim	Article PLU & Variant PLU	4873 59329	4873 59329
Target	Variant PLU	59329	59329

10c refund scheme

As per legislation, all beverage containers subject to the Container Deposit Schemes must display a barcode and the approved deposit refund marking:

10c REFUND AT COLLECTION DEPOTS/POINTS IN
PARTICIPATING STATE/TERRITORY OF PURCHASE

The statement must be used on ALDI Packaging only when advised that they are applicable for use by the Technical Service Provider in the PAS or FRS.

The smaller text in the wording must be a minimum of 1.5 mm in height, which equates to 6 pt Helvetica Neue. The 10c text is then scaled to be the same height as the two lines of text.
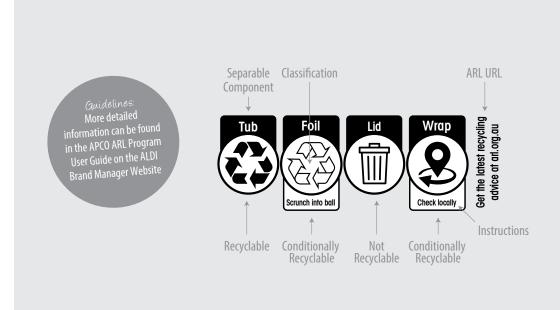
A minimum 3 mm 'free space' boundary around the refund marking is recommended. If 3 mm clearance is not achievable, comply as close to 3 mm as possible.

The following examples are <u>not</u> permitted refund statements:

'10c refund at collection depots when sold in SA'

'10c refund at SA / NT collection depots in State / Territory of purchase'

CDS eligible containers may choose to use the Australasian Recycling Label (ARL) with CDS-specific instruction text. The ARL must always be used in conjunction with the approved deposit refund marking.

10c REFUND AT COLLECTION DEPOTS/POINTS IN
PARTICIPATING STATE/TERRITORY OF PURCHASE — Minimum 1.5 mm /6 pt text

10c REFUND AT COLLECTION DEPOTS/POINTS IN
PARTICIPATING STATE/TERRITORY OF PURCHASE

Preferred 3 mm clear zone around statement

10c REFUND AT COLLECTION DEPOTS/POINTS IN
PARTICIPATING STATE/TERRITORY OF PURCHASE

Condensed font can be used when space is restricted

Guidelines:
More detailed information can be found in the APCO ARL Program User Guide on the ALDI Brand Manager Website

10c REFUND AT COLLECTION DEPOTS/
POINTS IN PARTICIPATING STATE/
TERRITORY OF PURCHASE

Can
At home or
10c refund
at collection
points
arl.org.au

Guidelines:
More detailed information can be found in the APCO ARL Program User Guide on the ALDI Brand Manager Website

Separable Component

Classification

ARL URL

Tub

Foil

Lid

Wrap

Scrunch into ball

Check locally

Get the latest recycling advice at arl.org.au

Recyclable

Conditionally Recyclable

Not Recyclable

Conditionally Recyclable

Instructions

Separable components

1 Box Lid ✓

2 Box & Lid ✓

Australasian Recycling Label (ARL) (3rd Party)

ARL is mandatory for all products. Application of ARL will require ALDI National Sustainability or dedicated Technical Service Provider (TSP) to assess a product's packaging material, dimensions and weight and advise on the correct ARL logo. The ARL is created using packaging data provided by the supplier in the Packaging Collection Form (PCF), which creates a product-specific PREP report. ALDI will only accept PREP reports conducted by ALDI or an agency contracted to produce this on its behalf (e.g. Ecoveritas). Suppliers should refer to the "ALDI Suppliers' Guide to Sustainable Packaging," available in Assima, for guidance on how to achieve recyclable packaging outcomes.

Separable components

Where product packaging consists of separable components (for example a box and lid), each component requires its own ARL symbol (1). It is permissible to combine two components or multiples of the same component within one ARL if they have the same recyclability outcome (for more information, refer to Section 3.18 - Separable component exceptions) (2).

The separable component names should be aligned with those in the product-specific PREP Report. In the event that a Micro ARL is used, please refer to the guidance in Section 3.17 (Micro ARL).

Approved ARL Component Names

The packaging component names within the ARL must be selected from the APCO Approved Component name list. Standardised component names are helpful for consumers to correctly identify separable components. Refer to Appendix 5. of the ARL User Guide for the selection of Separable Component names.

Instructions tab

Only approved instructions can be applied to conditionally recyclable items. The instructions tab may deepen to a maximum of three lines to accommodate text.

Soft Plastic Recycling
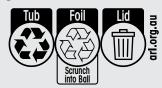
URL

3 **Get the latest recycling advice at arl.org.au**

4 **Get the latest recycling advice at arl.org.au**

5

6

Colour

7

For use on lighter backgrounds

Get the latest recycling advice at arl.org.au

For use on darker backgrounds

Get the latest recycling advice at arl.org.au

Soft Plastic Recycling

Soft plastics that are deemed eligible through the PREP tool are permitted to use the "Check Locally" ARL. The "Check Locally" ARL replaces the previous "Return to Store" and "Store Drop Off" Conditionally Recyclable ARLs.

URL

The URL (Get the latest recycling advice at arl.org.au) must always be present when using the ARL to direct consumers to further information. There are three options.

It can appear above (3) or to the right (4) of the ARL. In cases of limited on-pack labelling area, it is permitted to display just the URL vertically along the right hand side of the ARL (5).

When a "Check Locally" ARL is used, the following URL must be placed vertically along the right hand side of the Check Locally ARL: "Get the latest recycling advice at arl.org.au" (6).

Colour

- The ARL symbol may be any one solid colour so long as the symbol(s) are clear, legible and compatible with the packaging background. The ARL logos and artwork background should never exceed two-tones of colour.

- The ARL is not permitted to be placed on a busy background. A solid colour background is preferable.

- A reversed version has been created for darker backgrounds (7).

Standard ARL

7 Minimum Size

Sleeve — 12 mm / arl.org.au

Bottle & Cap / Cork & Foil — arl.org.au — 14mm

Best Practice on Text Sizing

2 mm

2 mm — Bottle — Cap — **Get the latest recycling advice at arl.org.au**

Leave attached

1.4 mm

Position **Best Practice** **Optional**

Tub Foil — arl.org.au — Scrunch into Ball

8 Tub Tub

9 Tub Bag — Check locally — Get the latest recycling advice at arl.org.au

Foil — arl.org.au — Scrunch into Ball

Bag — Check locally — Get the latest recycling advice at arl.org.au

Size and position

- The minimum size of the ARL is 12 mm high (7) (not including the instruction tab); the minimum size of the ARL with combined components is 14 mm high. A reduced minimum size of 8 mm and 9mm (for Micro and Combined Micro, respectively) can be used in certain circumstances, see Section 3.17.

- The minimum text size for the component name is 2 mm (8 pt) in height. For the conditional recyclability instructional text and URL text, this can be reduced to a minimum of 1.4 mm in height (5.5 pt) where space is limited. This height is reflective of the first letter in text (i.e. **capital letters**).

- The ARL should be positioned in an easily accessible position, typically close to the barcode. The logos should be arranged horizontally where possible. Vertical arrangement is available as a secondary option (8).

- Where the soft plastic "Check Locally" ARL is used, it is best practice for it to be placed on the far right of the ARL artwork array (9).

Font

- Font for the separable component name, URL and any consumer instruction text must be ITC Avant Garde Gothic, Demi Condensed.

Micro ARL

	Micro ARL
Application	If standard does not fit
ARL Icon Height (min) Top to bottom excluding instructions	
Component Name Max. number of letters	No more than 4 letters
Component Name Font Height (min) Height of the first letter	1.4 mm
URL Graphic Height (min) vertical text alignment	
Conditionally Recyclable Instruction Font Height (min) - R in 'Remove handles'	1.4 mm (Text may flow across 3 lines)

Use with other logos

9

Important Note: Members must use the ARL artwork EPS files as they appear when downloaded or as sent by APCO. The ARL designs must not be altered other than when explicitly authorised by APCO.

Micro ARL

For small packaging projects where on-pack labelling area is limited, a Micro ARL may be suitable for use.

The Micro ARL is only permitted when the following two conditions apply:

- The external surface area of the labelling space is less than 100 cm^2
- The separable component name can have no more than four letters, with the exception of the component name 'Bottle' which may be applied on a Micro ARL. If the component name is longer than 4 letters, adopt the synonym from the list of approved component names in APCO's User Guide Appendix 5.

ARL Size Exemptions

For packaging projects where space for a standard ARL is not sufficient, but the Micro ARL conditions are not met (see above), an exemption to use a Micro ARL may be requested.

In such cases, an ARL exemption request, along with the proposed artwork, must be submitted to ALDI NSUST to investigate the opportunity for an exemption. NSUST retains the right to approve or deny ARL labelling exemptions on a case-by-case basis.
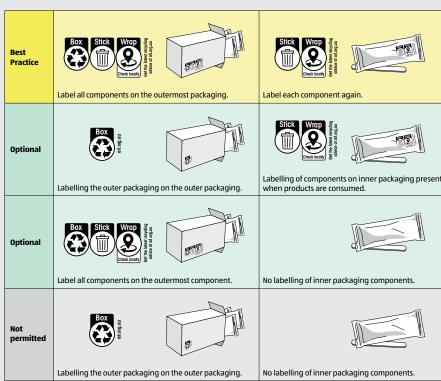
Use with other logos

The ARL should not be used next to symbols that may confuse the recycling message for consumers, such as littering symbols or alternative recycling symbols that have not been approved by APCO.

The only approved alternate recycling message is the AS 5810-2010 Home Compostable logo. The compostable component should be labelled as Not Recyclable on the ARL and the Home Compostable logo placed adjacent to it (9).

Combined ARL

11

12

13

Best Practice	Label all components on the outermost packaging.	Label each component again.
Optional	Labelling the outer packaging on the outer packaging.	Labelling of components on inner packaging present when products are consumed.
Optional	Label all components on the outermost component.	No labelling of inner packaging components.
Not permitted	Labelling the outer packaging on the outer packaging.	No labelling of inner packaging components.

Separable component exemptions

- If packaging labelling real-estate is limited, Combined ARLs can be used (11). Evidence of the item's limited pack labelling space must be kept for auditing purposes

- If you have a packaging format that is composed of multiples of the same component, these components may be labelled with one single pluralised ARL so long as they meet the following conditions:

  - They have the same recyclability outcome (as they are the same materials)

  - The components serve the same functionality

  - Consumers will identify them as the same component.

For example, you may have multiple 'Dividers' within a larger box – these can be represented by the one, pluralised ARL: 'Dividers' (12).

For multiple components with different recyclability outcomes, one pluralised ARL must be used provided this is labelled with the lowest recyclability outcome among them.

Multi Pack Products

Placement of the ARL on-pack should reflect how the packaging will be disposed of by consumers. Outer packaging should have the ARL on-pack relevant to all packaging, whilst the inner packaging should be labelled with their relevant ARL. For example, a box containing ice-creams will have the Box, Wrap and Stick ARL on the box, whilst the wrap is labelled with the ARL for both the Wrap and Stick (as the stick cannot be printed on individually). This ensures relevant recycling information of packaging at the time of packaging disposal (12).

4. Barcodes

Barcodes and QR Code Guidelines
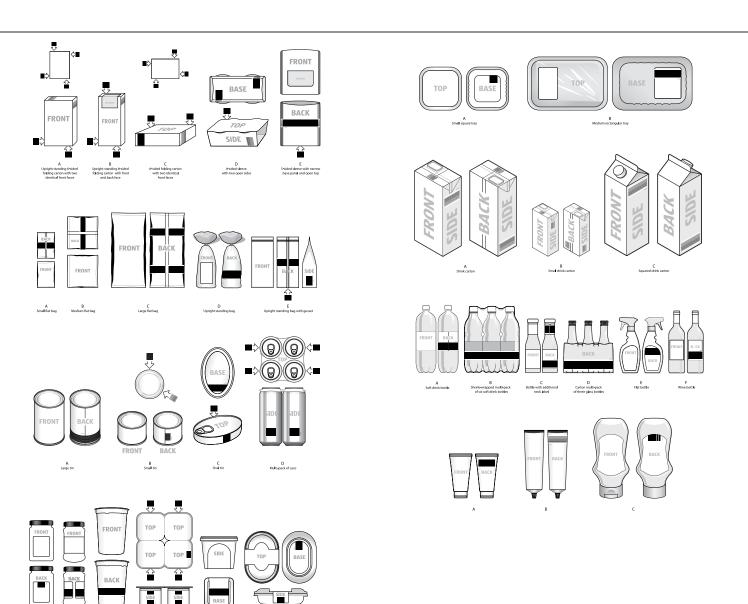
ALDI barcode guidelines detail the requirements for the placement of multiple barcodes on packs and the use of PLU numbers on larger packs. These were created by Tjarks and Tjarks in the UK:

Tjarks and Tjarks Design Limited
NWS House, Purley Point, 1 High Street, Purley, Surrey, CR8 2AF, UK
T: +44 (0) 20 8645 5900
E-mail: styleguides@tjarksandtjarks.com

The latest guidelines are available from ALDI's Brand Manager Website.

See the following page for a quick guide reference.

A
Upright standing 6-sided folding carton with two identical front faces

B
Upright standing 6-sided folding carton with front and back face

C
6-sided folding carton with two identical front faces

D
4-sided sleeve with two open sides

E
5-sided sleeve with narrow base panel and open top

A
Small square tray

B
Medium rectangular tray

A
Small flat bag

B
Medium flat bag

C
Large flat bag

D
Upright standing bag

E
Upright standing bag with gusset

A
Drink carton

B
Small drink carton

C
Squared drink carton

A
Large tin

B
Small tin

C
Oval tin

D
Multi-pack of cans

A
Soft drink bottle

B
Shrink-wrapped multi-pack of six soft drink bottles

C
Bottle with additional neck label

D
Carton multi-pack of three glass bottles

E
Flat bottle

F
Wine bottle

A

B

C

A
Square jar

B
Round jar

C
Round pot

D
Small flat-fronted pots, multi pack

E
Flat-fronted pot

F
Oval-shaped pot

5. Sustainability

Horizontal

Vertical

The white keyline which outlines the logo must always be displayed. No other colour may be used.

Minimum clear space

When the logo is produced at its minimum size the clear space around it must be:

• at least 2 mm for product-specific text (such as species, weight, ingredients).
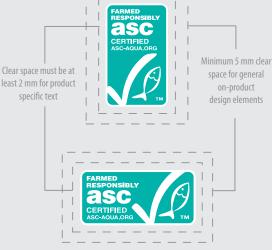
• at least 5 mm for general design elements (such as brand names, logos) where the ASC logo could be associated with the host brand.

When the logo is reproduced at larger sizes it must be surrounded by a minimum clear space at 10% of the logo height (vertical) or width (horizontal). Always allow as much space as possible.

Clear space must be at least 2 mm for product specific text

Minimum 5 mm clear space for general on-product design elements

Minimum size

Horizontal

33.4 mm

16mm

Vertical

18 mm

29.8mm

PMS **326**

C **81**
Y **39**

- **Position:** The ASC logo must appear on the front of the packaging to ensure it is immediately visible to consumers.

- **Colour:** The aqua green version of the ASC logo is always preferred. However, if your package is black and white only, a mono version is available

- **The Chain of Custody code:** Every ASC labelled product must carry a Chain of Custody code following the format of ASC-C-xxxxx that refers to the producer of the product. It can be displayed anywhere on your materials and should be readable. The code will be provided by your certifier or supplier

- **The ASC Claim:** When the ASC logo is used on a product, it must always be accompanied by the ASC claim. The ASC claim can go anywhere on a pack and is available in five versions:

  1. Thank you for choosing a product that has met the ASC's global standard for responsibly farmed seafood. Together we can help transform aquaculture towards environmental sustainability and social responsibility. **www.asc-aqua.org**

  2. This product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. **www.asc-aqua.org**

  3. The [*insert seafood species*] in this product comes from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. **www. asc-aqua.org**

  4. This product has met the ASC's global standard for responsibly farmed seafood. **www. asc-aqua.org**

  5. ASC certified as responsibly farmed. **www.asc-aqua.org**

- **Guidelines:** More detailed information can be found in the ASC Guidelines on the ALDI Brand Manager Website.

Applicable CGs: All Products containing Fish & Seafood
3rd Party Approval Required: Yes - ASC approval required for each Artwork
Approval Instructions: Supplier to fill the ASC Product Approval Form and send to the ASC Licensing Team at the following email ecolabel@msc.org

5 - Sustainability   Australian Livestock Processing Industry Animal Welfare Certification System (AAWCS)
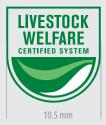
Primary version

Reversed version

Minimum size

The logo should not be reduced below 10.5 mm in width for ALDI branded products.

10.5 mm

Minimum clear space

The exclusion zone is obtained and measured by the area marked 'X' and then applied to the top, bottom, left and right of the brand mark.

PMS **348**

PMS **360**

C **100**
M **4**
Y **87**
K **18**

C **62**
Y **78**

The AAWCS is an independently audited animal welfare program. Its role is to ensure suppliers receive, care for and humanely process livestock to best practice animal welfare standards whilst under their control.

Typography

The primary fonts as specified below should be used in most applications such as stationery, literature, advertising or any other printed media.

- PRIMARY FONTS: Berthold Akzidenz Grotesk Bold Condensed
- PRIMARY FONTS – HEADLINES: Berthold Akzidenz Grotesk Bold
- PRIMARY FONTS – TEXT: Berthold Akzidenz Grotesk Light/Regular/Bold
- SECONDARY FONTS – HEADING + TEXT: Arial may be used in instances where Berthold Akzidenz Grotesk is not available. For example - Print collateral prepared with Microsoft Word and printed inhouse.

The AAWCS trademark must be accompanied by the following statement which should be positioned adjacent to the Trademark:

Prepared under an independently certified animal welfare system in accordance with best practice animal welfare standards for livestock from receival to humane processing.

Applicable CGs: All fresh meat products
3rd Party Approval Required: No
Approval Instructions: Obtain logo through direct contact with AAWCS: admin@amic.org.au

Standard logo design

B-cycle
Battery
Recycling

Minimum Size:
20 mm x 9 mm

B-cycle
Battery
Recycling

Minimum Size: 10 mm x 20 mm

B-cycle
Battery
Recycling

B-cycle
Battery
Recycling

Clear space

B-cycle
Battery
Recycling

B-cycle
Battery
Recycling

PMS
7704

C **82**
M **30**
Y **19**

PMS
382

C **36**
Y **100**

Variations

B-cycle
Battery
Recycling

Minimum size:
20 mm x 11 mm

B-cycle
Battery
Recycling

Minimum size:
15 mm x 22 mm

B-cycle
Battery
Recycling

B-cycle
Battery
Recycling

B-cycle
Battery
Recycling

B-cycle
Battery
Recycling

The Battery Stewardship Council (BSC) was established to administer the Battery Stewardship Scheme (B-cycle Scheme) in Australia to significantly increase battery collections and recycling.

As a signatory to the Scheme ALDI is responsible for promoting the Scheme to the consumer through product artwork. Use of these logos are not mandatory, but used at the choice of the Buying Director.

The standard logo appears in blue or white out and green over a background colour.
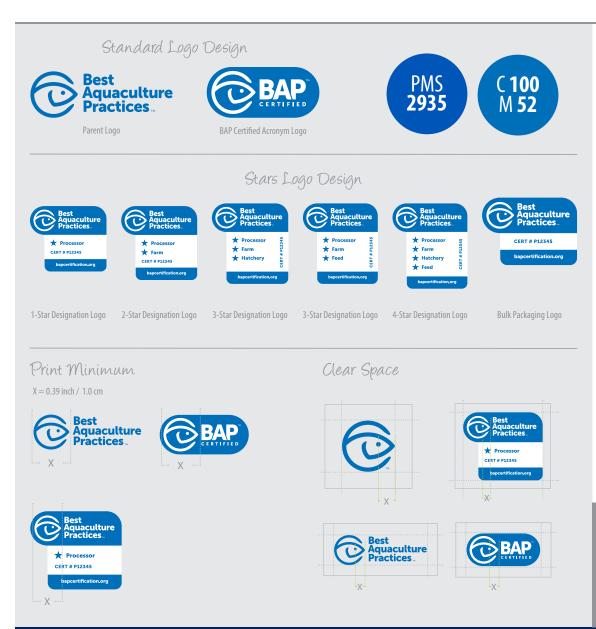
Variations exist for when greater standout is required. For these, the minimum size is 15 mm(w) x 22 mm for : portrait and 20 mm (w) x 11 mm for landscape.

Which ever logo is used, the same clear space rules apply, which is determined using the B- symbol contained within the logo.

Do not

- Recolour the logo

- Stretch or misshape the logo

- Add any effects to the logo (including embossing, drop shadows, beveling, etc.)

- Make the logo transparent

- Rearrange the logo

- Add any extra elements to the logo.

Standard Logo Design

Parent Logo

BAP Certified Acronym Logo

PMS 2935

C 100 M 52

Stars Logo Design

1-Star Designation Logo

2-Star Designation Logo

3-Star Designation Logo

3-Star Designation Logo

4-Star Designation Logo

Bulk Packaging Logo

Print Minimum

X = 0.39 inch / 1.0 cm

Clear Space

BAP is the world's most comprehensive third-party aquaculture certification solution, with standards encompassing the entire production chain, including farms, processing plants, hatcheries and feed mills. Additionally, the program addresses every key element of responsible aquaculture, including environmental and social responsibility, food safety, animal health and welfare and traceability.

- **Position:**
  - Stars logo must be displayed, either in front or back of packaging
  - Standard logo in front-pack is optional
- **Colour:** see left
- **The Chain of Custody code:** All Stars Logo must contain the Certification Number provided by supplier
- **Stars:** The number of stars and which logo to be used must be informed by the Supplier
- **Guidelines:** More detailed information can be found in the BAP Guidelines on the ALDI Brand Manager Website.

Applicable CGs: All Products containing Fish & Seafood.

3rd Party Approval Required: Yes - Approval needed as a one-off. After logo is supplied it is not necessary to send every artwork to BAP.

Approval Instructions: To obtain the logo, the supplier must contact a BAP Certification Specialist through the email **logos@globalseafood.org**.

Additional Comments: The product must be minimum BAP 2 Stars.

1

2

3
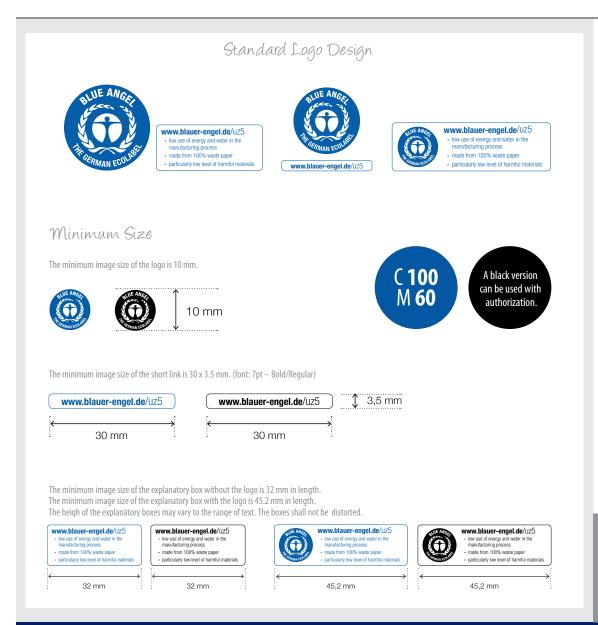
Be Treatwise® is a programme that promotes and encourages responsible consumption of confectionery and confectionery-related treats.

- In ALDI, it will be used on the packaging of products in commodity groups 40 - Confectionery and 42 - Chocolates

- 1. Wherever practical, ALDI prefers to use the default pink and blue colour.

- 2. A monochrome version is also acceptable.

- 3. The colours of the logo can change to colours from the existing printing palette of the packaging, provided that:

- Red, amber or green should be avoided unless they are the primary colour of the pack

- The word 'treat' should be differentiated in colour from 'Be' and 'wise' (which should be in the same colour). Please consult the Buying Director for design options

- It is recommended that the logo should be used in the range of 22 mm wide to 45 mm wide

- **Guidelines:** More detailed information can be found in the Be treatwise® Style Guide (2016) on the ALDI Brand Manager Website

- **Legibility:** Please refer to Australia New Zealand Food Standards Code - Standard 1.2.1 - Requirement to have labels or otherwise provide information, Division 6, Clause 24 and 25.

Standard Logo Design

BLUE ANGEL
THE GERMAN ECOLABEL

www.blauer-engel.de/uz5
• low use of energy and water in the manufacturing process
• made from 100% waste paper
• particularly low level of harmful materials

BLUE ANGEL
THE GERMAN ECOLABEL

www.blauer-engel.de/uz5

www.blauer-engel.de/uz5
• low use of energy and water in the manufacturing process
• made from 100% waste paper
• particularly low level of harmful materials

Minimum Size

The minimum image size of the logo is 10 mm.

10 mm

C **100**
M **60**

A black version can be used with authorization.

The minimum image size of the short link is 30 x 3.5 mm. (font: 7pt – Bold/Regular)

www.blauer-engel.de/uz5

www.blauer-engel.de/uz5

3,5 mm

30 mm

30 mm

The minimum image size of the explanatory box without the logo is 32 mm in length.
The minimum image size of the explanatory box with the logo is 45.2 mm in length.
The heigh of the explanatory boxes may vary to the range of text. The boxes shall not be distorted.

www.blauer-engel.de/uz5
• low use of energy and water in the manufacturing process
• made from 100% waste paper
• particularly low level of harmful materials

www.blauer-engel.de/uz5
• low use of energy and water in the manufacturing process
• made from 100% waste paper
• particularly low level of harmful materials

www.blauer-engel.de/uz5
• low use of energy and water in the manufacturing process
• made from 100% waste paper
• particularly low level of harmful materials

www.blauer-engel.de/uz5
• low use of energy and water in the manufacturing process
• made from 100% waste paper
• particularly low level of harmful materials

32 mm

32 mm

45,2 mm

45,2 mm

• The Blue Angel logo must be used for every Blue Angel certified product, as stated by the Supplier and validated by the Technical Service Provider (TSP)

• It is only permitted to use the logo with a short link that states the UZ number (E.g. www.blauer-engel.de/uz5). The short link may or may not be accompanied by the description of the advantages of using the logo (see the three options on the left)

• The logo and the short link should be near to one another, where possible

• If the logo and the short link are depicted in the rear of the product, the Blue Angel logo can be depicted in front of the label without the short link

• **Guidelines:** More detailed information can be found in the Blue Angel Guidelines on the ALDI Brand Manager Website.
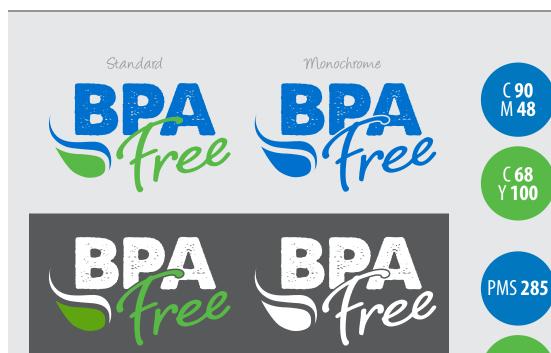
Applicable CGs: All Products containing Wood, Paper or Pulp.

3rd Party Approval Required: Yes - Approval needed for first artwork only. After the logo is supplied, further approval is not necessary.

Approval Instructions: To obtain the logo, the supplier must email RAL gGmbH for approval at: umweltzeichen@ral.de

Standard

Monochrome

C **90**
M **48**

C **68**
Y **100**

PMS **285**

PMS **369**

Negative

Negative monochrome

BPA Free   8 mm

Minimum size

The clear space around the logo is defined using the height and width of the A from BPA

- Where applicable to your product, the BPA Free logo can be added to the front of pack

- Where space allows, it can be repeated on the back of pack

- The logo normally prints as CMYK, though Pantone colours are listed should additional spot colours be available

- Note also the minimum size and clear space instructions

- **IMPORTANT NOTE:** If a product consists of many different plastic components (for example, a coffee machine or blender) and many components have food or mouth contact, the marketing material must indicate with disclaimers, wording or pointers which material exactly has been tested to be BPA-Free.

Camp Quality

Camp Quality

Minimum Size: 40 mm wide

M 5
Y 100

C 95
M 20
Y 10
K 90

Camp Quality

Camp Quality

Mono

Variations

Camp
Quality

Camp
Quality

Camp
Quality

Camp
Quality

Camp
Quality

Camp
Quality

Stacked
Minimum Size: 16 mm wide

Landscape
Minimum Size: 25 mm wide

The primary logo appears as shown left with 'Camp' and 'Quality' either side of the smiling sun graphic.

Variations exist where the wording is repositioned either below or to the right of the sun graphic.

Monochrome versions are also available.

Logos and guidelines are available at the Camp Quality brand portal:

https://www.figma.com/proto/eCoWB2M7Uqjno5ZzCPHYKX/External-brand-toolkit?node-id=802-4711&starting-point-node-id=802%3A4711

Applicable CGs: All

3rd Party Approval Required: Camp Quality. Allow 3 business days for approval process

Approval Instructions: Email a .PDF copy of all product artwork carrying the CQ logo to: partnerships@campquality.org.au

Additional Comments: Got a brand question? Call the Camp Quality Marketing Team Tel: 02 9876 0500

Variations

PMS **174**

C **8**
M **86**
Y **100**
K **36**

PMS **392**

C **24**
M **11**
Y **100**
K **48**

PMS **7555**

C **0**
M **28**
Y **98**
K **11**

Clear space around the logo should be a minimum of a quarter of the logo's width, though should be made larger wherever possible.

15 mm

Minimum size

¼x   x   ¼x

White logo on image

Co-branding

Cocoa Horizons logo as primary

30 mm   15 mm   20 mm

Cocoa Horizons logo as equal

- **Colour:** The logo can be used in any of the brand colours (the primary logo colour should be used where possible). When colour is not available/appropriate, a black logo can be used.

- **Size**: The minimum logo size is 15 mm wide, increased sizing is recommended in comparison to pack space. Exclusion zones also apply for clear space surrounding the logo.

- **Logo:** Do not distort or amend the logo in any form. Gradients, added visual effects and any altered typography or design are not permitted.

- **Co-branding:** when Cocoa Horizons is the lead brand in an initiative, the logo must be a third bigger than the other partner logos. If they are equal partners with other brands then all logos must be the same size or take up equal space.

General Requirements to use Cocoa Horizons Logo
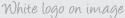
- All Cocoa Horizons costs are borne by the supplier.

- Suppliers can use the Cocoa Horizons logo on pack if they have satisfied the cocoa sourcing requirements.

- Suppliers can request a Deed of Participation by contacting jo_willis@barry-callebaut.com or anke_massart@barry-callebaut.com

Applicable CGs: 41, 42, 43 or products in other CGs containing more than 10% cocoa
3rd Party Approval Required: Yes, in addition to TSP approval, product must be approved by Barry Callebaut
Approval Instructions:
Supplier to submit artwork to florence_roncalez@barry-callebaut.com for approval

The logo can be in any mono-colour

Home Compostable

AS 5810
ABAP 20001

Minimum clear space

1/2 X

X

Home Compostable

AS 5810
ABAP 20001

The clear space must equal at least half the height of the logo (see graphic above) and must be kept free of any other graphical elements, words, symbols etc. - apart from the ® symbol.

Minimum size

Home Compostable

AS 5810
ABAP 20001

Minimum size allowed for electronic use is 70 pixels high and 61 pixels wide.

Minimum size for printed use is 12 mm high and 10.6 mm wide.

Whenever the size of the logo is changed it has to be made sure that the initial proportions of the logo are maintained, so that the logo is not distorted.

For applications in which the logo is small, it has to be made sure that the ® symbol is also small, but not illegible.

HOME COMPOSTABLE

The licence to use the Trade Mark is granted only for such products made from compostable materials which have been assessed by the Australasian Bioplastics Association and conform with the certification programme "Home Compostable Verification Programme".

- The Trade Mark must always be used together with the verification/ certification number issued by the Association following verification/ certification of the relevant products

- The Trade Mark may only be reproduced from printed or electronic artwork provided by the Association

- The Trade Mark must always be used on unpatterned / untexured background (as far as technically possible)

- The Trade Mark must be accompanied by the ® symbol on all products, packaging and all other materials or documents. The registered Trade Mark symbol ® must always be placed in the upper right corner of the Trade Mark

- An attribution of the Association's ownership of the Trade Mark must be attached to all products, packaging and all other materials, and correspondence with third parties. The attribution does not have to be attached to products or packaging if the small size of the product or packaging does not allow for a legible attribution. The wording to use is the following:

Home Compostable

" is a registered trade mark of the Australasian Bioplastics Association".

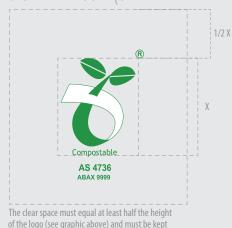**Applicable CGs:** all products with certified home compostable packaging

3rd Party Approval Required: No - supplier receives the logo after signing the ABA trademark license agreement

Approval Instructions: TSP and Artwork Approval

Additional Comments: Use of the ABA logos on ALDI-branded products requires a Sub-license agreement between the main license holder (supplier) and ALDI.

The logo can be in any mono-colour

Compostable

AS 4736
ABAX 9999

Minimum clear space

1/2 X

X

Compostable

AS 4736
ABAX 9999

The clear space must equal at least half the height of the logo (see graphic above) and must be kept free of any other graphical elements, words, symbols etc. - apart from the ® symbol.

Minimum size

Compostable

AS 4736
ABAX 9999

Minimum size allowed for electronic use is 70 pixels high and 61 pixels wide.

Minimum size for printed use is 12 mm high and 10.6 mm wide.

Whenever the size of the logo is changed it has to be made sure that the initial proportions of the logo are maintained, so that the logo is not distorted.

For applications in which the logo is small, it has to be made sure that the ® symbol is also small, but not illegible.

INDUSTRIALLY COMPOSTABLE - SEEDLING

- Certification to the Industrially Compostable standard for packaging is not in line with the ALDI Plastics and Packaging Commitments and Home Compostable certification is always the preferred option. Where a product is not available as certified Home Compostable (e.g compostable coffee cups), certified Industrially Compostable products will be accepted

- The logo must always be used together with the corresponding certifcate's registration number on all products, respectively their packaging and all other materials or correspondence with third parties. The logo and the registration number may only be used for products, for which a corresponding, product specific certificate has been issued. The registration number must be placed beneath the logo

- The Trade Mark must always be used on unpatterned / untextured background (as far as technically possible)

- The logo must be accompanied by the ® on all products, respectively their packaging and all other materials or documents. The registered trademark symbol must always be placed in the upper right corner of the logo above the right leaf, as example left

- An attribution to the Association's ownership of the logo must be attached to all products, respectively their packaging and all other materials or correspondence with third parties. The format to follow is:

  " *is a registered trademark of European Bioplastics e.V. in the EU."*

  The attribution does not have to be attached to products, respectively their packaging, if the small size of the product, respectively the packaging does not allow for a legible attribution.

 Applicable CGs: all products made of certified industrially compostable materials (not to be used for packaging)

3rd Party Approval Required: No - supplier receives the logo after signing the ABA trademark license agreement

Approval Instructions: TSP and Artwork Approval

Additional Comments: Use of the ABA logos on ALDI-branded products requires a Sub-license agreement between the main license holder (supplier) and ALDI.

The Fairtrade Mark

The Mark (left) signifies that the product is 100% Fairtrade and physically traceable, like coffee. The Mark (right) means that the product that is 100% Fairtrade such as tea, has been traded under mass balance conditions. In a product with multiple ingredients like as a chocolate bar, all the ingredients in the product that can be Fairtrade, are purchased on Fairtrade terms, "all that can be Fairtrade, is Fairtrade". In this case, the Mark (right) prompts consumers to look at the back of pack for more information about the Mark and the Fairtrade ingredients.

The FAIRTRADE Mark is available in Colour and Black & White versions, the full colour version is recommended.

Clear Space

Mark with arrow
The clear space must take the arrow into consideration, so that the clear space begins to its right

½ X   X   ½ X

Recommended Size

Size	Example Applications	Maximum size (width)	Minimum size (width)
A1 (594 x 841 mm)	Posters, display stands	66 mm	60 mm
A2 (420 x 594 mm)	Display stands, POS	46 mm	42 mm
A3 (297 x 420 mm)	Posters, POS, flower bunches	33 mm	31 mm
A4 (210 x 297 mm)	Large packs, 1 litre cartons	21 mm	19 mm
A5 (148 x 210 mm)	Packs and labels	17 mm	15 mm
A6 (105 x 148 mm)	20-50 bag tea pack	15 mm	13 mm
A7 (74 x 105 mm)	750 ml bottle labels	13 mm	11 mm
A8 (52 x 74 mm)	Labels and hang tags	11 mm	7 mm
Sugar sticks etc.		9 mm	7 mm

PMS **306 C**
PMS **306 U**

PMS **382 C**
PMS **380 U**

PMS **Process Black C**
PMS **Process Black U**

White

C **79**
Y **7**

C **28**
Y **92**

C **50**
M **50**
Y **50**
K **100**

1

The Fairtrade cocoa may be mixed with non-certified cocoa, on a mass balance basis. For more visit www.fairtrade.com.au

The FAIRTRADE Mark is an independent, trusted and widely recognised product certification that reinforces the message that Fairtrade producers have benefited from purchase of the product. The FAIRTRADE Mark ensures that international Fairtrade Standards have been met.

- Written approval must be received from your National Fairtrade Organisation or Fairtrade International artwork team prior to printing or public distribution of any packaging that displays the Mark

- To request an Illustrator EPS file of the FAIRTRADE Mark, see the contact details on the last page of the Fairtrade Mark Guidelines

- The size guide (left) has been designed to support selection of the recommended size of the Fairtrade Mark

- One of the approved Fairtrade Claims must always be placed on Fairtrade certified products. Please refer to page 58 and 59 of the Fairtrade Mark Guideline for the claim options available

- The Mark must be placed on the front face of the packaging or product and be visible to the consumer. The Mark should preferably be positioned near the left or right bottom edge or corner. Where the Fairtrade Mark with Arrow is used, it is compulsory to place an Arrow next to the claim (1)

- **Guidelines:** More detailed information can be found on in the Fairtrade Marks Guideline on the ALDI Brand Manager Website.

Applicable CGs: 09, 38, 40, 41, 42, 43, 44, 45, 47, 48, 50, 51, 53, 54, 56, 57 or any Food & Beverage product with 100% certified content.
3rd Party Approval Required: Yes in addition to TSP approval. Product must be registered to Fairtrade Connect portal
Approval Instructions: TSP/FRS and Artwork Approval
Additional Comments: Any further questions must be submitted to licensing@fairtrade.com.au

The Fairtrade Sourced Ingredient Mark

CASHEW NUTS

COCOA VANILLA

1

The FSI Marks are available in colour and black & grey versions, the full colour version of the FSI Mark is strongly recommended.

COCOA

MANGO JUICE

Exceptional use: The black elements stay black, the colour elements are printed at 75% black.

Exceptional use: Only the white elements are printed when white is the only colour used, e.g. crystal bottles.

Clear Space

ROSES

½ X   x   ½ X

Mark with arrow
The clear space must take the arrow into consideration, so that the clear space begins to its right

Recommended Size

Size	Example Applications	Maximum size (width)	Minimum size (width)
A1 (594 x 841 mm)	Posters, display stands	66 mm	60 mm
A2 (420 x 594 mm)	Display stands, POS	46 mm	42 mm
A3 (297 x 420 mm)	Posters, POS, flower bunches	33 mm	31 mm
A4 (210 x 297 mm)	Large packs, 1 litre cartons	21 mm	19 mm
A5 (148 x 210 mm)	Packs and labels	17 mm	15 mm
A6 (105 x 148 mm)	20-50 bag tea pack	15 mm	13 mm
A7 (74 x 105 mm)	750 mL bottle labels	13 mm	11 mm
A8 (52 x 74 mm)	Labels and hang tags	11 mm	9 mm
Sugar sticks etc.		9 mm	7 mm

PMS **306 C**
PMS **306 U**

PMS **382 C**
PMS **380 U**

White

C **79**
Y **7**

C **28**
Y **92**

Black

2 ▷ The Fairtrade cocoa may be mixed with non-certified cocoa, on a mass balance basis. For more visit www.fairtrade.com.au

The FSI Mark has been conceived to align with the design of the FAIRTRADE Mark. The separated ingredient tab provides the flexibility necessary for the FSI model to include all Fairtrade commodities, except coffee and bananas.

- Every use of these Marks on packaging and promotional materials require written approval from the licensing body (National Fairtrade Organisation, NFO or Fairtrade International) prior to printing or publishing digitally
- The arrow on the tab refers to an ingredient traded under Mass Balance terms and indicates to consumers to look for more information on the back or side of pack
- Vector files of the FSI Mark will be provided by the NFO when an FSI license contract is signed
- The FSI Marks are available in colour and black & grey versions, the full colour version of the FSI Mark is strongly recommended
- Use of two ingredient tabs (1): A maximum of two ingredient tabs are allowed. It's recommended to place the ingredient with the highest content on the left
- The size guide (left) has been designed to support selection of the recommended size of the FSI Mark
- When the FSI Mark is used on packaging, one of the Fairtrade Sourced Ingredient Claims must always be included on the back or side of pack. Where the FSI Mark with Arrow is used, it is compulsory to place an Arrow next to the claim. See claim options available on page 13 of the FSI Trademark Guideline (2)
- The FSI mark should be placed in the bottom left corner whenever possible positioned away from the brand (If this hierarchy is reversed and the brand is towards the bottom, the FSI Mark can be placed at the top
- **Guidelines:** More detailed information can be found on in the Fairtrade Sourced Ingredient Marks Guideline on the ALDI Brand Manager Website.

Applicable CGs: 09, 38, 40, 41, 42, 43, 44, 45, 47, 48, 50, 51, 53, 54, 56, 57 or any Food & Beverage product with 100% certified content.
3rd Party Approval Required: Yes in addition to TSP approval. Product must be registered to Fairtrade Connect portal. Contact sustainability@aldi.com.au to register the product.
Approval Instructions: TSP/FRS and Artwork Approval

FSC 100%:   FSC Mix: FSC Recycled:

FSC
www.fsc.org
100%
Wood from well-
managed forests
FSC® C000000

FSC
www.fsc.org
MIX
Wood | Supporting
responsible forestry
FSC® C000000

FSC
www.fsc.org
RECYCLED
Wood from
recycled material
FSC® C000000

Required Elements:

A. FSC logo

B. Label title. Must reflect the claim type (Mix, 100% or Recycled).

C. Product type. If the product meets specific requirements detailed in the FSC Guidelines, this can be optional.

D. FSC license code.

Optional Elements:

E. Moebius loop. If used, it must have a percentage figure.

F. FSC website address.

G. Label text.

Green
(positive)

Green
(negative)

Black and White
(positive)

Black and White
(negative)

FSC
www.fsc.org
100%
Wood from well-
managed forests
FSC® C000000

FSC
www.fsc.org
100%
Wood from well-
managed forests
SC® C000000

FSC
www.fsc.org
100%
Wood from well-
managed forests
FSC® C000000

FSC
www.fsc.org
100%
Wood from well-
managed forests
SC® C000000

The font used for labels is Arial unicode mS.

Minimum clear space

FSC

FSC   FSC

FSC

FSC
www.fsc.org
100%
Wood from well-
managed forests
FSC® C000000

*Recommended minimum size
for label with all elements*

17 mm

FSC
www.fsc.org
100%
From well-
managed forests
FSC® C000000

12 mm

FSC
www.fsc.org
100%
From well-
managed forest
FSC® C000000

Minimum size for all labels

9 mm

FSC
100%
FSC® C000000

6 mm

FSC
100%
FSC® C000000

PMS **626**

- The FSC label shall be clearly visible on the product, its packaging or both. Where the normal label placement for a product type is not on the side facing the consumer an extra logo may be used in a more prominent place

- The label shall not be used to make a partial claim about a product. Where permanent parts of the product (other than any packaging materials or non-forest based materials) are not covered by FSC certification, the FSC label shall not be used

- The FSC trademark license code is automatically added when the label generator is accessed via log-on and password

- Where the FSC logo is used on-pack, the direct ALDI supplier (final legal owner) must be FSC certified

- All product sales documents must contain the certificate code associated with each product and the claim type

- Product labelling is mandatory for all certified products and must follow the FSC Trademark Use Guide

- **Guidelines:** More detailed information can be found in the FSC Guidelines on the ALDI Brand Manager Website.

Applicable CGs: All products containing wood, paper and pulp based product

3rd Party Approval Required: Yes - Approval from accredited Certification Body required

Approval Instructions: Suppliers must approve each artwork with their certification body. For a full list of certificate bodies use this link.

To generate the logo online, suppliers can access the FSC website and login to create own logo

Horizontal

Vertical

Colour: If you are using the MSC ecolabel on top of an image or dark coloured background please use the version with the white trademark symbol (TM). For light or white backgrounds use the standard version of the TM symbol in blue.

Minimum clear space

When the logo is produced at its minimum size the clear space around it must be:

- at least 2 mm for product-specific text (such as species, weight, ingredients).
- at least 5 mm for general design elements (such as brand names, logos) where the MSC logo could be associated with the host brand.
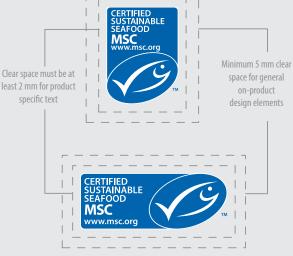
When the logo is reproduced at larger sizes it must be surrounded by a minimum clear space at 10% of the logo height (vertical) or width (horizontal). Always allow as much space as possible.

Minimum size

Horizontal

26.1 mm

10 mm

Vertical

14 mm

18.8 mm

Clear space must be at least 2 mm for product specific text

Minimum 5 mm clear space for general on-product design elements

PMS **286**

C **100**
Y **60**
K **2**

- **Position:** The MSC ecolabel must appear on the front of the packaging to ensure it is immediately visible to consumers
- **Colour:** The blue version of the MSC ecolabel is always preferred. However, if your package is black and white only, a mono version is available
- **The MSC Chain of Custody code:** Every MSC labelled product must carry a Chain of Custody code following the format of MSC-C-xxxxx that refers to the producer of the product. It can be displayed anywhere on your materials and should be readable. The code will be provided by your certifier or supplier
- **The MSC Claim:** When the MSC ecolabel is used on a product, it must always be accompanied by the MSC claim. The MSC claim can go anywhere on a pack and is available in five versions:
  1. Thank you for choosing seafood that has met the MSC's global standard for sustainability. Together we can help protect fish stocks for the future. **www.msc.org**
  2. This product comes from a fishery that has been independently certified to the MSC's standard for a well-managed and sustainable fishery. **www.msc.org**
  3. The [*insert seafood species*] in this product comes from a fishery that has been independently certified to the MSC's standard for a well-managed and sustainable fishery. **www.msc.org**
  4. This seafood has met the MSC's global standard for sustainability. **www.msc.org**
  5. From an MSC certified sustainable fishery. **www.msc.org**
- **Guidelines:** More detailed information can be found in the MSC Guidelines on the ALDI Brand Manager Website.

Applicable CGs: All Products containing Fish & Seafood
3rd Party Approval Required: Yes - MSC approval required for each Artwork
Approval Instructions: Supplier to fill the MSC Product Approval Form and send to the MSC label licensing team for approval. This information can be found at the website.

Department of Agriculture, Water and the Environment Organic Approved Certifying Bodies
Approved Certifying Organisations:

AUS-QUAL Limited (AUSQUAL)
www.ausqual.com.au/index.html

NASAA Certified Organic (NCO)
www.nasaa.com.au

USDA ORGANIC
https://www.usda.gov/topics/organic

Organic Food Chain (OFC)
www.organicfoodchain.com.au

Australian Certified Organic (ACO)
https://aco.net.au/

EU Organic Certifed
https://www.ecocert.com/en/certification-detail/organic-farming-europe--ce--n-834-2007

Bio-Dynamic Research Institute (BDRI)
http://www.demeter.org.au/

Tasmanian Organic-dynamic Producers (TOP)
www.tasorganicdynamic.com.au

The following ALDI product range shall be Organic certified:
- Oh So Natural Organic Range, see Section 1.11
- Products with "Organic" in the product name
- Sustainable Fish and Seafood products nominated for Organic certification.

Products Manufactured in Australia

For products from Australia, ALDI accepts certification issued by the Department of Agriculture, Water and the Environment Organic Approved Certifying Bodies, including these organisations listed in:
https://www.agriculture.gov.au/about/contact/phone/approved-certifying-bodies that audit against The National Standard for Organic and Bio-Dynamic Produce.

Please refer to the specific artwork requirements on their websites respectively.

Imported Products

For imported products, ALDI accepts the organic standards that are officially endorsed by the International Federation of Organic Agriculture Movements (IFOAM) listed in **https://www.ifoam.bio/our-work/how/standards-certification/organic-guarantee-system/ifoam-family-standards**

Please refer to the specific artwork requirements on their websites respectively.

Guidelines: More detailed information can be found on the ALDI Brand Manager Website.

Applicable CGs: All Food & Beverage CGs
3rd Party Approval Required: No - TSP approval
Approval Instructions: TSP PIF/FRS and Artwork Approval
Additional Comments: ALDI accept a range of organic certification standards. For imported products, ALDI accepts the organic standards that are officially endorsed by the International Federation of Organic Agriculture Movements (IFOAM). For products from Australia, ALDI accepts certification issued by the Department of Agriculture, Fisheries and Forestry (DAFF) Organic Approved Certifying Organisations.

Style 1

"Tray" should be replaced with relevant packaging component name (to be chosen from APCO's list of Approved ARL Component Names)

Style 2

"XX%" should be replaced with relevant percentage of recycled content or reduction

Additional statement on the back of pack should clearly state which packaging components the claim refers to

1

| PMS 498C | C 23 M 78 Y 77 M 65 | PMS 7530C | C 10 M 18 Y 25 M 32 |

2

3 *Logo Sizes and clear space*

Size	Minimum size	Minimum clear space
Large Pack Formats	35 mm	5 mm
Medium/Small Pack Formats	25 mm	4 mm
Small Pack Formats	15 mm	3 mm

Packaging and circularity logos can be used to highlight where a product or a packaging has been improved for greater circularity and less environmental impact.

- These logos can only be used where packaging complies with the claim being made. Claims must be substantiated by the supplier and evidence retained by ALDI including any calculations, certifications and/or declarations provided.
- Use of these logos are not mandatory, but used at the choice of the Buying Director. The use of these logos are in addition to, not in place of, the requirements for recycling information on back of pack
- The position of the logo is flexible on pack, but a consistent position should be maintained within a particular brand. Ideally, it is used on the front of pack, but can be used on back of pack instead of or as well as. Ideal position is top right hand corner of front of pack, but in smaller packaging can be moved to best compliment the design. For premium brands, the packaging improvement logo should only appear on the back of pack.
- Logos should be accompanied by an additional statement on the back of pack, using an asterisk (1). Additional statements are best practice and important in reducing green-washing risks. The statement should confirm which part of the packaging the claim refers to and provide any clarifying information. For example: Logo: XX% reduction in plastic* (Statement: *bottle and cap made with xx% less plastic); or Logo: XX% recycled content" (Statement: *XX% recycled PET in bottle")'
- The primary version is the brown / neutral colour. This colour is subtle to complement designs, while still providing an earthy, environmentally friendly tone. This is the preferred option and should be used wherever possible. In cases where the primary version does not complement the design, two different colours (one lighter, one darker in tone) may be chosen from the design colour scheme for the logo. If printing specifications restrict the use of a colour version of the logo, the mono/reverse versions can then be used (2)
- The logo can appear as one of three fixed sizes based on the size of the packaging (3)
- There should be a clear zone around the logo when it appears on pack (3). Photography or background textures can appear in the clear zone but important copy or graphic elements cannot. If an acceptable clear zone cannot be achieved, the next size of logo down should be used

1

2

3

Required Elements:

A.   The PEFC logo consists of two trees surrounded by an arrow and the "PEFC" initials placed underneath it.

B.   The PEFC logo licence number uniquely identifies the logo licence holder.
Note: The PEFC logo licence number is NOT identical with the Sustainable Forest Management or Chain of Custody certificate number.

C.   Label Name - either "PEFC Certified" or "PEFC Recycled" (the label name is required for "Recycled" and optional for "Certified").

D.   Label message may be excluded if it is clear to what product the PEFC label refers to. Refer to page 23 of PEFC Guideline for further information.

Optional Elements:

E.   PEFC Website.

F.   Label Frame.

Minimum size

27 mm

15 mm

11 mm

Clear Space

The minimum amount of clear space shall be equivalent to the height of the letter "P" of the PEFC logo used in the label.

Using the PEFC logo on a product is an excellent means for PEFC-certified entities to demonstrate their commitment to responsible forest management and to promote their environmental and social credentials.

• The PEFC Logo and related claims only concern the origin of forest based raw material used in the labelled products

• Only "PEFC Certified" and "PEFC Recycled" are accepted

• The PEFC logo must be obtained by the PEFC Label Generator online

• The logo is in two formats: landscape (preferred) and portrait and can appear anywhere on pack

• Single colour versions can be used if the printing process does not allow the application of the original green colour (1):
2. Black logo on a white or light coloured background.
3. White logo on a black or dark coloured background.

• Where the PEFC logo is used on-pack, the Final Production Facility must be certified (facility that manufactures the product intended for final consumption)

• All product sales documents must contain the certificate code associated with each product and the claim type

• Product labelling is mandatory for all certified products and must follow the PEFC Trademark Rules

• **Guidelines:** More detailed information can be found on the ALDI Brand Manager Website.

Applicable CGs: All products and/or packaging containing wood, paper or pulp based material.
3rd Party Approval Required: No, but logo must be obtained at the PEFC label generator online.

Placement

ORIGINAL MILK
CHOCOLATE

POWER BAR

Minimum size

13 mm

1   Clear Space

Exclusion Zone = X

X = 3 x Y

Y

Examples of correct use of the seal

2

3

Cocoa   Font = Poppins SemiBold

PMS
3165

C **93**
M **60**
Y **50**
K **40**

RGB 23 82 89
Hex #175259

- **Placement:** The Rainforest Alliance seal should stand alone, to not compete with other text, graphics or images and never be displayed in a position where it could be confused with a brand or name. The seal should be placed on the front of pack and should never be printed across a fold line or wrap around a corner

- **Size:** The minimum logo size is 13 mm, increased sizing is recommended in comparison to pack space. E.G. 64 mm x 255 mm packaging: 38 mm logo. Please contact trademarks@ra.org to request alternate sizing options. Exclusion zones also apply for clear space surrounding the logo (1), or see Graphic Guidelines for further information

- **Colour Use:** The inverted white logo (2) may be used on monochrome packaging, and logos without white fill in some cases, however these require specific prior approval from Rainforest Alliance. Please email trademarks@ra.org to request this. The same colour must be used for corresponding 'commodity' text (3), which is printed in "**Poppins SemiBold**" font only

- **General Requirement to use Rainforest Alliance seal and claims:**
  - Supplier must have satisfied sourcing requirements, with certified content and chain of custody according to Rainforest Alliance standards.
  - It is a prerequisite expectation that the supplier has signed a license agreement with Rainforest Alliance and has access to relevant logo files via Marketplace 2.0.
  - Following artwork completion, supplier must submit and allow 5-10 business days minimum for the Rainforest Alliance team to review and approve the proposed artwork via Marketplace 2.0.
  - For multi ingredient products containing banana, cocoa, hazelnut or tea crops, refer to the Rainforest Alliance Labelling and Trademarks Policy (2020) for the Certified Ingredient Requirements and labelling.

4

Tea

5

Ingredients: Green Tea˙ (94%), Jasmine
Flavour (5%), Jasmine Flowers (1%).

˙Rainforest Alliance Certified www.ra.org

6

Ingredients: Green Tea˙ (94%), Jasmine
Flavour (5%), Jasmine Flowers (1%).

˙Rainforest Alliance Certified www.ra.org

– –

The Rainforest Alliance seal stands for a better future
for people and nature.

7

Ingredients: Green Tea˙ (94%), Jasmine
Flavour (5%), Jasmine Flowers (1%).

˙Rainforest Alliance Certified. The Rainforest Alliance seal
stands for a better future for people and nature. www.ra.org

- **Accompanying Text Claims:**
  Compulsory Elements:
  - Logo must have certified crop / ingredient listed below front of pack logo (4), unless a single ingredient product
  - Ingredient list **must** include an asterisk * or alternate symbol beside certified crop, followed by a call out **directly** after the ingredient listing. The URL must also appear on pack **once only**, whether immediately after certification text, or with accompanying statement, see below for options.

Text claims:

Micro claim only [minimum following ingredient list] (5)

  *Rainforest Alliance Certified www.ra.org

Micro claim in ingredient listing plus additional long claim elsewhere on pack in a 'call out box' with optional additional logo. (6);

  *Rainforest Alliance certified. www.ra.org
  The Rainforest Alliance seal stands for a better future for people and nature.

Long claim included in ingredient listing (7);

  *Rainforest Alliance certified. The Rainforest Alliance seal stands for a better future for people and nature. www.ra.org

The above claims may not be amended as these are used internationally by ALDI Stores, where possible the long claim (7) is recommended and can be used as an extended claim following ingredient list.

- **Guidelines:** More detailed information can be found in the Rainforest Alliance Labelling & Trademark Guidelines (2020) on the ALDI Brand Manager Website or directly from Rainforest Alliance.

Applicable CGs: 09, 38, 40, 41, 42, 43, 44, 45, 47, 48, 50, 51, 53, 54, 56, 57 or any Food & Beverage product containing the listed certified ingredients. FSC certified products may also carry the seal.
3rd Party Approval Required: Yes in addition to TSP approval. Product must be registered to Marketplace 2.0
Approval Instructions: TSP/FRS and Marketplace 2.0

Variations

Chicken

Eggs

Pork

Turkey

Farmed Atlantic Salmon

Minimum Size

Minimum size is measured
to the black ring, not the white keyline.

20 mm

Clear Space

The clear space width is the same as the width of the black circle of the logo.
More clear space is encouraged where possible.

White

Black

RSPCA Green

White

White

PMS 360C

C **58**
Y **80**

- The RSPCA Approved logo may be accompanied by a statement identifying which animal product is RSPCA Approved

- If the product contains more than one animal protein, the name of the RSPCA Approved ingredient must be identified as such. (e.g. RSPCA Approved Chicken containing non-RSPCA egg ingredient must have the ingredient stated as RSPCA Approved Chicken)

- If a product contains non-RSPCA Approved animal products, the approved animal product must be clearly mentioned on the packaging (e.g. Ingredients: Marinated Chicken [RSPCA Approved Chicken Breast]")

- The logo can be used on the front or on the back of pack

- Only farms which meet and are assessed against the RSPCA's outdoor requirements can market their products as both 'outdoor bred/free range' and 'RSPCA Approved'.

Correct Use (RSPCA Approved)

- RSPCA Approved eggs
- Turkey Approved by the RSPCA
- Chicken sourced from an RSPCA Approved farm
- Sourced from farms approved by the RSPCA
- Free range pork sourced from RSPCA Approved farms
- Chicken raised to the RSPCA's animal welfare standards
- Pork raised to the RSPCA's standards
- Proudly offering RSPCA Approved chicken products
- Selected RSPCA Approved products available.

Misuse (RSPCA Approved)

- Chicken sourced from RSPCA farms
- RSPCA chicken on the menu
- RSPCA pork
- RSPCA barn-laid eggs
- RSPCA free-range turkey
- Chicken raised with the RSPCA
- Chicken endorsed by the RSPCA
- RSPCA accredited chicken
- RSPCA endorsed chicken.

Applicable CGs: All products containing RSPCA Approved chicken and/or turkey.
3rd Party Approval Required: Yes - RSPCA must approve every artwork used on packaging and marketing material.
Approval Instructions: Approval for logo use in ALDI catalogues and advertisements must be sent to ALDI NSUST to request RSPCA approval. Allow 3 days for approval.

6. Legislative

Introduction

It is important to be aware of the legislative requirements of packaging, whereby the Technical Service Provider, Quality Assurance Team, regulatory bodies or accreditation organisations check all of the artwork. This is to ensure that it is in line with the various regulations and codes for food and non-food (for example, the FSANZ Food Standards Code, Australian Consumer Law, Trade Measurement Regulations). It is still vital that we have a general overview of what is acceptable.

Having awareness of some of the broader requirements allows us to complete projects more efficiently. In the pages that follow are general rules as a guide that can be followed day-to-day and are not to be considered a comprehensive overview because of ongoing legislative changes.

Legislative requirements

Legislation and packaging related restrictions are primarily governed by the following legislation:

- FSANZ Food Standards Code
- Australian Consumer Law
- Country of Origin Food Labelling Information Standard 2016
- Trade Measurement Regulation
- Therapeutic Goods Act
- Australian Pesticides and Veterinary Medicines Authority (APVMA) Ag Labelling Code
- Australian Pesticides and Veterinary Medicines Authority (APVMA) Veterinary Labelling Code
- Handbook of First Aid Instructions, Safety Directions, Warning Statements & General Safety Precautions for Agricultural & Veterinary Chemicals (FAISD Handbook)
- Standard for the Uniform Scheduling of Medicines and Poisons (SUSMP)
- Dangerous Goods Act
- Australian Standard AS5812 - Manufacturing and Marketing of Pet Food
- Other relevant Industry Guidelines, Codes of Practice and Standards
- Required Advisory Statements for Medical Labels
- State-specific Container Deposit Scheme legislations.

In some instances packaging may also need to be approved by:

- Therapeutic Goods Association (TGA)
- Organic Certified Bodies (ACO)
- Australian Pesticides and Veterinary Medicines Authority (APVMA)
- Marine Stewardship Council (MSC)
- Aquaculture Stewardship Council (ASC)
- Or other governing organisations that specialise in select food and/or non-food products.

In most cases the supplier will be responsible for acquiring the necessary approvals from additional 3rd parties and will present these approvals to the Technical Service Provider and/or Quality Assurance team for their records.

Legislative requirements CONTINUED

The following are some of the most common specific requirements relating to packaging:

Pack imaging

Must be close to accurate to the look of the contents and quantity of the serve in the pack. Any food imagery used on pack is considered to be a characterising ingredient and must have the percentage reflected in the ingredients list.

Serving suggestion

Cooked and/or presented food products must have the words "serving suggestion" included. Note: This is not applicable if only ingredients in the product are pictured.

Trade measurement statement location

Declarations must appear on the main display faces. For cylindrical products, it must be written within the 60 degree arc either side of the central vertical line down the front panel.

Trade measurement statement text size

Declarations must meet minimum height requirements and minimum 2 mm clear of pictures and/or graphics or edges of label or packaging. In line with National Measurement Guidelines 2016 note that space must be left after the numerical value of an Australian legal unit of measurement and before the name or symbol of the unit of measurement (Cl13/10).

Required label text

Listings must appear on a solid background using contrasting colours ie cannot be laid over a picture (see back of pack information) and must be legible.

Nutrition panels format

Must appear in exactly the same format as presented in the ALDI Master Artwork Guidelines.

Country of origin

All products offered for sale in Australia must detail where the product was grown, produced, made or packaged. ALDI will apply country of origin labelling requirements for priority foods to all exclusive brand priority and non-priority food and beverages (excluding alcohol, which will adopt non-priority requirements). ALDI QA should be consulted if clarification is required.
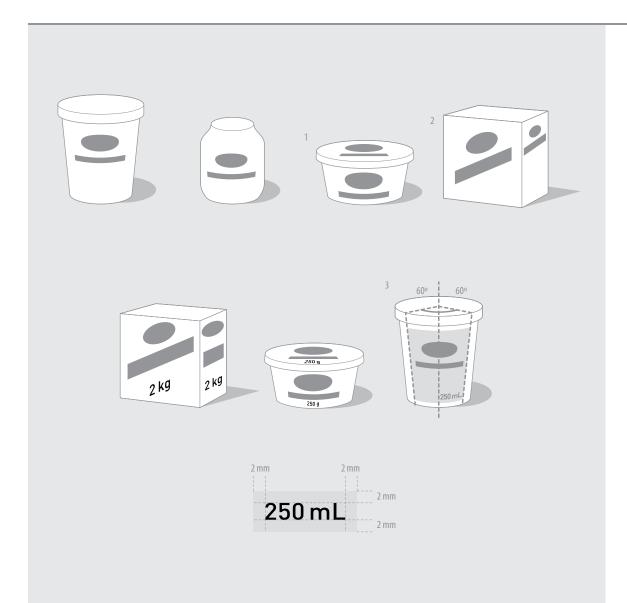
ALDI trade marked names

Must have the applicable ™ or ® as superscript wherever the brand name or logo appears on the pack.

Traceability

ALDI products are required to be traceable and as such should contain lot identification information in accordance with the Australia New Zealand Food Standard Code.

IMPORTANT NOTE: Restrictions are not limited to the above list.

Trade measurement requirements

What is the main display face?

The main display face is where the brand and product names / marks appear on the pack. If they appear more than once on the pack with equal prominence, it is considered as having multiple display faces (1). If they appear more than once on the pack but one face is larger than the others, the larger is considered the main display face (2).

When there is no brand or product name / mark, the main display face is determined by the area of the packaging that will be most prominent when displayed for sale.
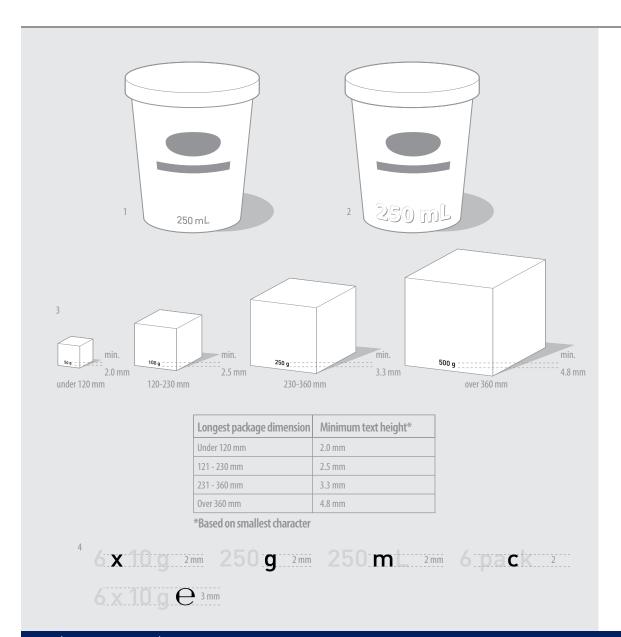
For packs with multiple display faces, measurements must appear on two faces.

Where must the measurement be placed?

The brand name, along with the product name and measurement, must be in the same field of vision on the main display face. The brand and product name and trade measurement statement must all be included within a 60º arc (120º radius) either side of the centre of the main display face, with all 3 items in the same alignment (3).

Measurement must be at least 2 mm clear of the label/package edge, graphic elements or type.

Where products are sold in carton form, without an SRT, in addition to the Trade Measurement Statement on the main display face, the measurement must also appear on at least one of the carton side panels to account for different merchandising formats.

1 250 mL

2 250 mL

3

50 g — min. 2.0 mm
under 120 mm

100 g — min. 2.5 mm
120-230 mm

250 g — min. 3.3 mm
230-360 mm

500 g — min. 4.8 mm
over 360 mm

Longest package dimension	Minimum text height*
Under 120 mm	2.0 mm
121 - 230 mm	2.5 mm
231 - 360 mm	3.3 mm
Over 360 mm	4.8 mm

*Based on smallest character

4 6 x 10 g **x** 2 mm   250 **g** 2 mm   250 **m**L 2 mm   6 pa**c**k 2

6 x 10 g **e** 3 mm

Trade measurement requirements CONTINUED

Measurement colour

Measurement characters must be in contrasting colour to the background (1), a texture or vignette is not permitted. If clear packaging is used and when colour is not contrasting to the background, all measurements must have solid background.

If the measurement is embossed or stamped, it must be at least 3 times the required size (2).

Where the manufacturer prints the measurement on the packaging during production, all required measurement text must be at least 3 mm high.

Measurement size

Minimum character height is based on the longest package dimension (3). For rectangular containers: width, height or length. For cylindrical, spheroidal, conical or oval: height, length or diameter.

Pack dimensions are based on the final total product ie. bottle with lid / trigger or similar.

For inner packs of a multipack the text height is based on the inner pack size.

Minimum text height for the trade measurement statement is based on the smallest featured character (4).

Required space

There must be space between the weight statement and the unit of measure, eg. 125 g.

Trade measurement requirements CONTINUED

The use of the following abbreviations are **approved**.

a. kg - kilogram

b. g - gram

c. mL - millilitre

d. L - litre

e. W - watt

f. dia - diameter

g. m - metre

h. cm - centimetre

The following terms are **not to be abbreviated** on pack or in marketing communication:

a. Pack

b. Piece

Warranty information

Refer to the ALDI Guideline for Product Information or ALDI Brand Manager Website.

Warranty Certificate

REGISTER YOUR PURCHASE AT www.aldi.com.au/en/about-aldi/product-registration/ TO KEEP UP-TO-DATE WITH IMPORTANT PRODUCT INFORMATION

Congratulations! You have made an excellent choice of this quality product. Our commitment to quality also includes our service. Should you, contrary to expectations, experience defects due to manufacturing faults, ALDI will provide you with a warranty against defects as follows:

Warranty
The product is guaranteed to be free from defects in workmanship and parts for a period of 24 months (dependent on product) from the date of purchase. Defects that occur within this warranty period, under normal use and care, will be repaired, replaced or refunded at our discretion. The benefits conferred by this warranty are in addition to all rights and remedies in respect of the product that the consumer has under the Competition and Consumer Act 2010 and similar state and territory laws.

Our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and for compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure.

Proof of Purchase
This warranty is valid for the original purchase and is not transferable. Please keep your purchase docket, tax invoice or receipt as the best proof of purchase, and as proof of date on which the purchase was made.

Extent of Warranty
This warranty is limited to defects in workmanship or parts. All defective products or parts will be repaired or replaced. This warranty does not cover batteries or any other consumable items.

Normal Wear and Tear
This warranty does not cover normal wear and tear to the products or parts.

Exclusions
This warranty does not cover:
- Any defects caused by an accident, misuse, abuse, improper installation or operation, lack of reasonable care, unauthorised modification, loss of parts, tampering or attempted repair by a person not authorised by the distributor.
- Any product that has not been installed, operated or maintained in accordance with the manufacturer's operating instructions provided with the product.
- Any product that has been used for purposes other than domestic use.
- Any damage caused by improper power input or improper cable connection.

To Make a Claim
This warranty against defects is provided by ALDI Stores, Locked Bag 56, St Marys Delivery Centre, NSW 2760, Phone (02) 9675 9000. If a defect in the goods appears within 24 months (the identified period on the packaging), you are entitled to claim a warranty, please contact or send all warranty claims to:

Supplier Name
Supplier Address
Supplier Telephone (and ideally opening hours)
Supplier Email Address and Website

When making a return, please ensure the product is properly packaged so as to ensure that no damage occurs to the product during transit.

Please provide the original or a copy of the proof of purchase. Also please make sure you have included an explanation of the problem.

Please note that the costs of making a warranty claim, including any return postage, will be covered by the supplier identified above.

Please note upon receiving your warranty claim, the supplier will send, via the post or email, a repair and refurbished goods or parts notice. Please provide your email address and advise the supplier, if you wish to obtain a repair and refurbished goods or parts notice via email.

AFTER SALES SUPPORT

☎ (AUS) 1234 000 000   🖳 www.supplier.com
      AUS Hotline Costs   MODEL: XXXXXX PRODUCT CODE: XXXXX MM/YYYY

2 YEAR WARRANTY

Warranty Certificate (AUS)

MODEL NUMBER   XXXXX MM/YY

DAYTIME TEL NO

...copy of your receipt, showing the date of purchase, to this Warranty ... Please do not send to the address below.

...ll the Customer Service hotline. Please ensure that you have the product ...o that we are able to respond quickly and efficiently as possible.

...ps://www.aldi.com.au/en/about-aldi/product-registration/ ...uct information.

...hours)

AFTER SALES SUPPORT

☎ (AUS) 1234 000 000   🖳 www.supplier.com
      AUS Hotline Costs   MODEL: XXXXXX PRODUCT CODE: XXXXX MM/YYYY

2 YEAR WARRANTY

Country of origin labelling
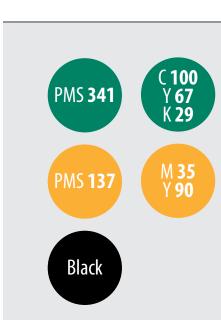
Introduction

Country of origin labelling is mandatory legislation for all food and beverage items sold in Australia.

Therefore, for retail food:

- Labels for all priority foods and beverages must comply with the Country of Origin requirements

- ALDI will voluntarily incorporate the Country of Origin labelling requirements on non-priority foods (which include seasonings, confectionery, biscuits and snack foods, bottled water, soft drinks and sport drinks, and tea and coffee) except for alcoholic beverages

- All food and beverage labels (including alcoholic beverages) must not include the Australian Made Australian Grown (AMAG) logos (for example, Australian Grown, Product of Australia, Australian Made logos).

The latest guidelines are available from the ACCC website: https://www.accc.gov.au/about-us/publications/country-of-origin-food-labelling

PMS **341**

C **100**
Y **67**
K **29**

PMS **137**

M **35**
Y **90**

Black

Grown in Australia (1)

Grown in Australia (2)

Grown in Australia (3)

Grown in Australia

Country of origin labelling CONTINUED

Colours

Standard mark should appear in green, gold and black combination (1) or in monochrome (2). It is recommended that the green, gold and black combination is used where ever possible.

Orientation

Standard mark can be presented in portrait or landscape orientation (3).

Placement

Standard mark to be located on back of pack. If this is not possible, it should not go on the base as this is not recommended.

The standard mark cannot be split across different faces of the pack (4).

The country of origin flag will appear on the front of pack if eligible.

The standard mark can be located on the front of the pack for Primary Fresh Meat and Primary Fresh Produce products with no ingredient list or NIP, with only a top label.

1

3 mm

Interstate Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Country of origin labelling CONTINUED

Minimum size and proportions

There are no minimum size requirements for packed products but the standard mark should be large enough to be legible.

The bar chart length should equal the triangle side length.

The bar chart height should equal capital letter height of the explanatory statement.

The standard mark and its components cannot be distorted.

Clear space

The standard mark should be surrounded by a 3 mm clear space in all directions, with adequate contrast to the background (1).

Typeface

The recommended typeface is Interstate Bold. There is no minimum text height requirement.

The Kangaroo logo

The Kangaroo Logo can only be used on products that qualify as "Product of Australia / Australian Grown" or "Made in Australia", based on the Australian Consumer Law Safe Harbour criteria.

Labelling Bar Chart

<10% 10% – 19% 20% – 29%

30% – 39% 40% – 49% 50% – 59%

60% – 69% 70% – 79% 80% – 89%

90% – 94% 95% – 99% 100%

Country of origin labelling CONTINUED

Bar chart graphic requirements

The percentage of Australian ingredients is represented in a bar chart using the guideline comments shown below, based on the proportion of Australian ingredients.

The bar chart is used on the standard mark graphic labels to help consumers quickly and easily identify the percentage of Australian content in a food product. An unfilled bar chart therefore indicates that a food contains wholly imported ingredients.

The bar chart is generally shaded in 10 per cent increments; rounding down e.g. a product with 58 per cent Australian content would have a bar chart filled to 50 per cent.

There are two exceptions to this rule:

- For foods with less than 10 per cent Australian ingredients, the bar chart is filled to the 5 per cent mark, e.g. a product with 9 per cent Australian content would have a bar chart filled to 5 per cent

- For foods that contain at least 95 per cent but less than exclusively Australian content, the bar chart is shaded to the 95 per cent mark e.g. a product with 99.5 per cent Australian content would have a bar chart filled to 95 per cent.

Country of origin labelling CONTINUED

Percentage of Australian ingredients in Explanatory Statement

The percentage Australian ingredients is rounded down to the nearest whole number.

If there is variable Australian content in a product the value is to be expressed as the minimum percentage of Australian ingredients.

Standard Mark Required

The standard marks shown on the following pages are required to be used based on the options ALDI have elected to use.

Note:

"Product of" is used for processed food, and "Grown in" is used for fresh, frozen or dried plain fruit and vegetables.

"Made in" means the product was last substantially transformed in the country claimed.

"Grown in" or "Product of" means that each significant ingredient or component originated in or was grown in the country claimed, and all, or almost all, of the production and manufacturing processes occurred in that country.

"Packed in" is only used when product only undergoes simple processing in the claimed country.

1

Australian Grown

Back of pack example

Front of pack example

2

Product of Australia

Country of origin labelling CONTINUED

Products manufactured in Australia from 100% Australian ingredients

1. Used for plain mixes of fruit and vegetables.

2. Used for all other food products including nuts and meat. (ie. excluding plain mixes of fruit or vegetables).

Country of origin labelling CONTINUED

Products qualifying as "Australian Grown/Product of Australia" or "Made in Australia" with some imported ingredients

1. Used for products with at least 10% Australian ingredients.

2. Used for products with less than 10% Australian ingredients.

3. Used for products with no Australian ingredients.

4. Used for Australian grown products exported and re-imported, but not substantially transformed overseas. Note: Has to be used even if multiple steps occur overseas.

1

Made in Australia from at least 70% Australian ingredients

Sliced mushrooms

NSW grown

250 g

BRAND LOGO

BRAND NAME® is a registered trademark of ALDI Stores.
ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store for a full refund or replacement.
ALDI STORES
1 SARGENTS ROAD
MINCHINBURY NSW 2770
www.aldi.com.au
22014726

Made in Australia from at least 74% Australian ingredients

2

Made in Australia from less than 10% Australian ingredients

BRAND LOGO

DELUXE GOURMET GIFT BOX

The gourmet collection includes a fruity Olive Oil with grassy aromas, a rich and smooth Caramelised Balsamic Finishing Vinegar and a zesty Dukkah.

612 g GIFT BOX CONTAINS:
80 g Rainforest Dukkah,
250 mL Extra Virgin Olive Oil,
250 mL Caramelised Balsamic Finishing Vinegar

BRAND LOGO

RAINFOREST DUKKAH 80g

AUSTRALIAN EXTRA VIRGIN OLIVE OIL 250ml

CARAMELISED BALSAMIC FINISHING VINEGAR 250mL

3

Made in Australia from imported ingredients

4

Australian Macadamias (shelled in Fiji)

1 Packed in Australia from at least 70% Australian ingredients

2 Packed in Australia from less than 10% Australian ingredients

3 Packed in Australia from imported ingredients

4 Product of Canada Packed in Australia

Canadian Grown Packed in Australia

5 Made in France from 100% Australian ingredients

6 Packed in China from at least 50% Australian ingredients

7 Made in Japan from less than 10% Australian ingredients

Packed in Spain from less than 10% Australian ingredients

Made in Vietnam from at least 50% Australian ingredients

Country of origin labelling CONTINUED

Products packed in Australia (ie. don't qualify as "Australian Grown / Product of Australia" or "Made in Australia")

1. Used for products with at least 10% Australian ingredients.

2. Used for products with less than 10% Australian ingredients.

3. Used for products with no Australian ingredients where ingredients are grown in multiple countries.

4. Used for products with no Australian ingredients which are grown and produced in a single country.

Imported products

5. Used for products with 100% Australian ingredients.

6. Used for products with at least 10% Australian ingredients.

7. Used for products with less than 10% Australian ingredients.

Note:

"Made in" is used when products qualify for "Grown in / Product of" or "Made in".

"Packed in" is used when products don't qualify for "Grown in / Product of" or "Made in".

Same qualification criteria apply for Australian and overseas products.

Country of origin labelling CONTINUED

Imported products CONTINUED

Used for products with no Australian ingredients.

Same qualification rules apply for use of "Grown in / Product of" or "Made in".

| Product of Canada | Made in France | Canadian Grown |

| Product of Sri Lanka Packed in Australia | Packed in China from imported and Chinese ingredients |

No Artificial Colours or Flavours

Suitable for Vegetarians

NUTRITION INFORMATION
Servings per package: approx. 12
Serving size: 20 g

	Avg. Quantity per Serving	% Daily Intake* per Serving	Avg. Quantity per 100 g
Energy	173 kJ (41 Cal)	2%	863 kJ (206 Cal)
Protein	0.1 g	0.2%	0.4 g
Fat, total	LESS THAN 0.1 g	0.1%	0.2 g
- saturated	LESS THAN 0.1 g	0.4%	LESS THAN 0.1 g
Carbohydrate	9.9 g	3%	49.3 g
- sugars	9.8 g	11%	49.0 g
Sodium	LESS THAN 1 mg	LESS THAN 0.1%	LESS THAN 1 mg

*Percentage Daily Intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending on your energy needs.

Made in Belgium

BRAND LOGO

STRAWBERRY SPREAD

2.5 HEALTH STAR RATING

ENERGY 863kJ PER 100g

250 g ℮

BE-BIO-01 EU
Non-EU Agriculture

No Preservatives   99% Fat Free

Store in a cool, dry place. Once opened, store refrigerated below 4 °C and consume within 3 weeks. Best Before: See side of the cap.

Ingredients: Organic Strawberries (47%), Organic Cane Sugar, Water, Gelling Agent (440), Acidity Regulator (330).
MAY BE PRESENT: EGG, MILK.

JUST ORGANIC™ is a trademark of ALDI Stores.

ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store for a full refund or replacement.

ALDI STORES
1 SARGENTS ROAD
MINCHINBURY NSW 2770
www.aldi.com.au

Country of origin labelling CONTINUED

Other possible scenarios

- **Small package (if surface area is less than 100 cm – this is based on pack size not label size)**

  Only Country of Origin explanatory statement is required in a box.

  The Kangaroo Logo and bar chart are not required even if normally applicable for the product. This is only permitted rarely in packages that demonstrably cannot contain the full Country of Origin mark.

- **Multipack with transparent outer packaging or no outer packaging (for example, UHT fruit juice 6 pack or yoghurt 6 pack)**

  Appropriate Standard Mark would need to be visible on inner packaging or this would have to be present on the outer packaging. Standard Marks on outer or inner packaging must always be compliant.
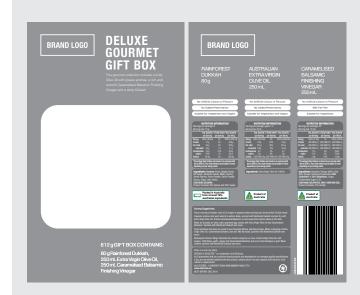
Natural Almonds packaging

BRAND LOGO

NATURAL ALMONDS
Snack size multipack

180 g e
(6 x 30 g)

No Artificial Colours or Flavours
No Preservatives
Source of Protein
Suitable for Vegetarians

BRAND NAME ® is a registered trademark of ALDI Stores.
ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store for a full refund or replacement.
ALDI STORES, 1 SARGENTS ROAD
MINCHINBURY NSW 2770
www.aldi.com.au

Box only

Product of Australia

26240725

Rich Chocolate Cake Mix packaging

BRAND LOGO

RICH CHOCOLATE CAKE MIX
A rich chocolate low sugar cake mix with chocolate icing mix

BRAND LOGO

BRAND NAME® is a registered trademark of ALDI Stores.
ALDI guarantees that our exclusive brand products are developed to our stringent quality specifications. If you are not entirely satisfied with this product, please return it to your nearest ALDI store for a full refund or replacement.
ALDI STORES, 1 SARGENTS ROAD
MINCHINBURY NSW 2770
www.aldi.com.au

Suitable for Vegetarians

Packed in Australia from at least 58% Australian ingredients

NO ARTIFICIAL COLOURS   NO ARTIFICIAL FLAVOURS   NO PRESERVATIVES

500 g e

Country of origin labelling CONTINUED

Other possible scenarios CONTINUED

- **Multipack where the inner packaging is not visible (for example, a multipack of chips or snacks or a carton of mixed soft drinks)**

  Appropriate Standard Mark would need to be visible on outer packaging. This would be based on Country of Origin of the overall product or a Standard Mark can be provided for each inner component under ingredient list and NIP. The inner packaging may voluntarily provide a Standard Mark which would be based on Country of Origin of each inner product. Standard Marks on outer or inner packaging must always be compliant.

- **Multicomponent product (for examples salad kit or cake mix)**

  Appropriate Standard Mark would need to be visible on outer packaging. This would be based on Country of Origin of the overall product. The inner packaging may voluntarily provide a Standard Mark which would be based on Country of Origin of each inner product. Standard Marks on outer or inner packaging must always be compliant.

Country of origin labelling CONTINUED

Other possible scenarios CONTINUED

- **Hamper / Giftbox**

  Appropriate Standard Mark would need to be visible on outer packaging. This can be based on Country of Origin of the overall product or each individual product (if clearly indicated). The inner packaging may voluntarily provide a Standard Mark which would be based on Country of Origin of each inner product. Standard Marks on outer or inner packaging must always be compliant.

- **Swing tag or booklet**

  The Standard Mark could be provided in a swing tag or booklet provided it is visible to the consumer at time of purchase and complies with all requirements.

Country of origin labelling CONTINUED

Other possible scenarios CONTINUED

- **Claims about country of origin of ingredients**

Claims can be made about the country of origin of an ingredient outside of the Standard Mark. These should appear as a claim or as part of romance text.

Claims about the country of origin of an ingredient can only be made if the ingredient is always grown and produced in that country, for example:

Made with Australian pork – all the pork is Australian pork.

Made with French champagne – champagne should be made in France with all significant ingredients grown in France.

Made with Belgian chocolate – chocolate should be made from scratch in Belgium, not just tempered, moulded or coated in Belgium.

Traceability

ALDI products are required to be traceable as per Australian Legislation and as such should contain lot identification information. Lot identification for a food for sale means a number or other information that identifies:

1. the premises where the food was prepared or packed

2. the lot of which the food is a part

3. if applicable, best before or used by date

This information shall be clear, legible and be different in colour from the packaging or the colour of the product in case of transparent packaging. This information may be on the package, or if there is more than 1 layer of packaging on the outer layer of the primary product. This information shall not be covered by additional packaging layers, and note displayed on areas of packaging that can be removed such as the tear-off component of a tear-off bag.

For Primary produce (whole fruits and vegetables);

(1) BB date printing is not mandatory unless it is specified in the relevant Quality Attribute Sheet (QAS) and / or is required for traceability purposes as per the relevant ALDI Brand Guideline.

(2) Marking year in BB date coding is not mandatory for produce (i.e. 03-Nov is acceptable) where no date coding is required. Appropriate traceability requirements must be implemented (e.g. batch code).

1. Pregnancy Warning Mark

Clear space

3 mm

3 mm

2. Pregnancy Warning Pictogram

3. Product with multiple individual units and a shared outer packaging.

Pregnancy warning labels

The requirements for pregnancy warning labels (1 & 2) to be printed on packaging of alcoholic beverages were issued 31 July 2020 with a 3 year transition period. For products manufactured from 31 July 2023:

• Products that have more than 1.15% alcohol by volume and one or more layer of packaging must display a Pregnancy Warning Label on its outer packaging

• If the product consists of multiple individual units (3), each individual unit must display a Pregnancy Warning Label

• Where products with individual units have an outer packaging, a Pregnancy Warning Label is required to be applied to the outer packaging as well. The only exception to this is if the Pregnancy Warning Labels on the individual units are clearly visible and not obscured by the outer packaging.

Label usage requirements

• **Colours:** The background must be white and the circle and the strikethrough of the Pregnancy Warning Pictogram must be red. The silhouette of the pregnant woman and the border of the "PREGNANCY WARNING" mark shall be black

• **Wording:** The words "PREGNANCY WARNING" shall be present in red, bolded, sans-serif typeface and capital letters. The words "Alcohol can cause lifelong harm to your baby" shall be present in black, sans-serif typeface and sentence case

• **Display:** The Pregnancy Warning Mark shall be displayed as whole and without modification and surrounded by at least 3 mm of clear space outside the border.

1. Pregnancy Warning Mark

2. Pregnancy Warning Pictogram

8 mm

The size of the pictogram is to be at least 8 mm in diameter

More detailed information and downloadable warning labels can be found HERE

Pregnancy warning labels CONTINUED

The type of Pregnancy Warning Label to be used on alcoholic beverages depends on the drinks' size and layers of packaging. Requirements for Pregnancy Warning Labels to be applied on alcoholic beverages can be found in the Food Standards Code, Standard 2.7.1: Labelling of alcoholic beverages and food containing alcohol.

https://www.legislation.gov.au/Series/F2015L00469

DrinkWise Logos

The DrinkWise Logos are voluntarily applied to alcoholic beverages. Inclusion of the logo allows customers to obtain evidence-based information about alcohol consumption. Use of this logo is strongly preferred by ALDI Australia where possible.

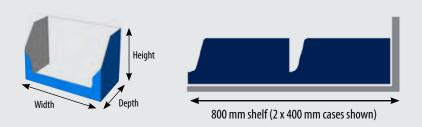DrinkWise logos and the style guide may be downloaded from this website.
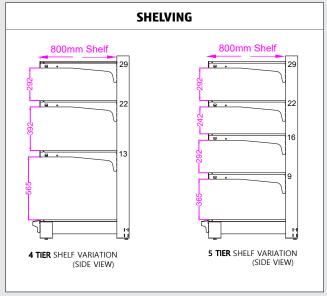
7. Outer Cartons

Objectives

This section provides an overview of the outer packaging requirements for ALDI to help deliver outer cartons that are:

• Functional and protect the product

• Efficient and optimised for our shelves

• Quick and easy to merchandise

• Consistent in structural design

• Consistent in colour and print.

Deviation from these standards will result in non-conformance, unless the deviation is approved prior to the delivery by the relevant Buying Director.

Width · Depth · Height

800 mm shelf (2 x 400 mm cases shown)

Examples of Shelf Bay Variations in Stores

SHELVING

800mm Shelf · 29 · 22 · 13

4 TIER SHELF VARIATION
(SIDE VIEW)

800mm Shelf · 29 · 22 · 16 · 9

5 TIER SHELF VARIATION
(SIDE VIEW)

Shelf dimensions

Cases should optimise shelf depth as shown opposite.

Ambient shelves:

- 800 mm deep
- Cartons should not exceed 400 mm in depth
- The shelving height and width is dependent on the category. Please engage with the Merchandising team to understand category specific height and width restrictions.

Chiller Shelves:

- 600-800 mm deep
- The shelving height and width is dependent on the category. Please engage with the Merchandising team to understand category specific height and width restrictions.

While the carton height may fit on a shelf, consider whether the product can be removed from the carton due to available gap and the shoulder of the carton.

Pallet Optimisation:

Cases should optimise the 1165 mm x 1165 mm for an A pallet or 775 mm x 590 mm for a D pallet.

Check with Buying Director prior to carton development to ensure this requirement does not vary from above.

	GOLDEN RULES CHECKLIST

✔ Removable lid (preferred)

✔ No perforations (unless unavoidable)

✔ No shrink wrap

✔ No tape

✔ Good product visibility & accessibility
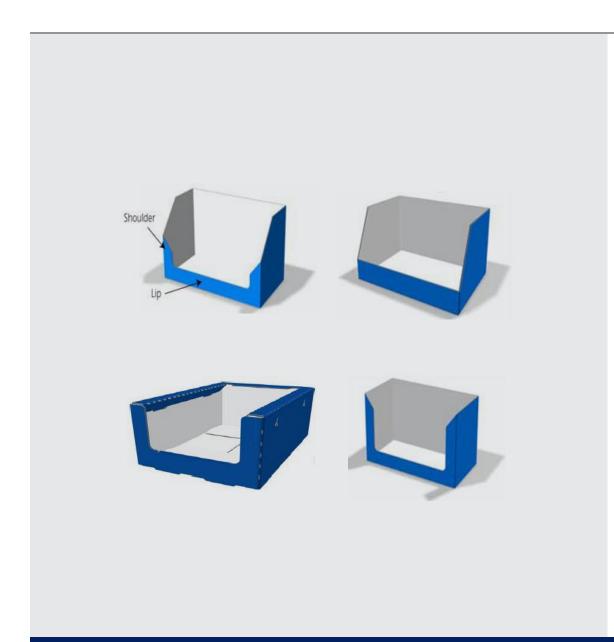
✔ Stackable

EXAMPLES OF POOR CASES

Carton structure

Structural considerations

Prior to commencing work on any outer carton design and production, the Buying Director must confirm the following:

- Single or Mixed Case
- Quantity of product
- Orientation of product
- Merchandising position (lower / middle / upper shelf / registers / chillers / freezers)
- Weight of total carton. Consider weight of carton does not pose risk of injury to store staff associated with lifting heavy cases to/from the top and bottom shelves. Case weights over 7 kg are restricted to certain shelf heights
- Carton is stackable. Ensuring outer carton and lid are strong enough to support stacked cartons for shelf display and transportation of product from supplier to warehouse and stores
- Product stability. To avoid risk of injury, product should not tilt or fall when case is lifted or when units in the case sell down.
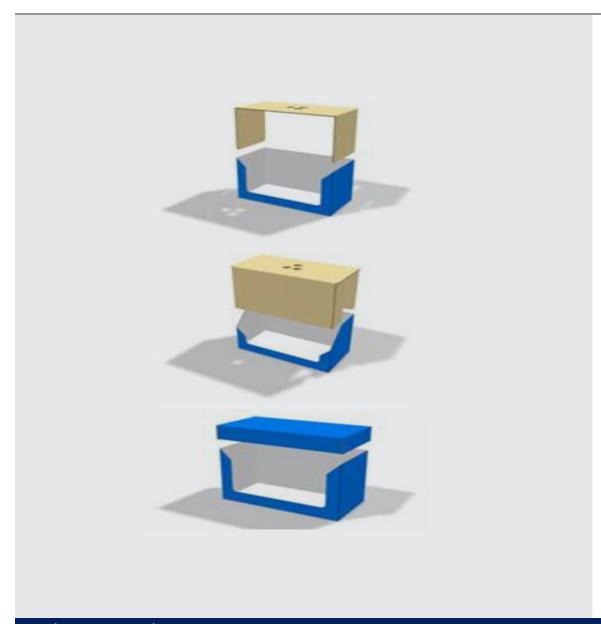- Chilled products require perforations, this may not be applicable for all.

Ensure that a sample carton is provided at time of submission.
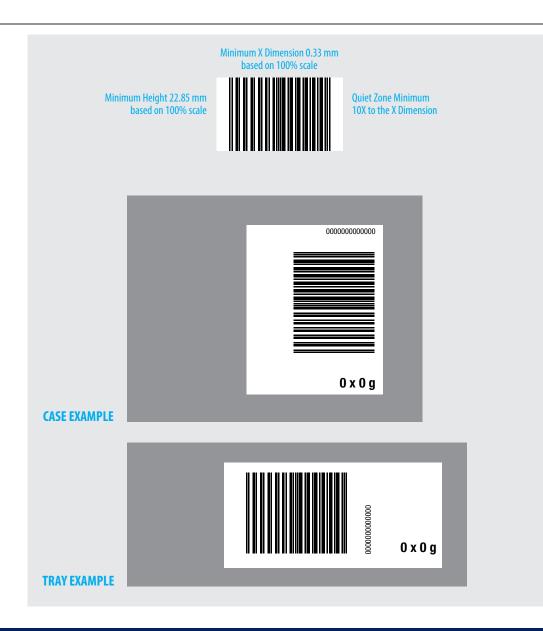
Sealing assembly & packing

Carton

- If tape must be used, ensure the seal is left to right with no tape showing on the front of the carton

- Lip width & height should be minimised to ensure maximum visibility of the product

- Product artwork orientation must ensure visibility & accessibility (consider shelf position).

Lids

The main purpose of the lid is to:

- Protect primary product through the supply chain
- Provides stacking strength in-store (if required)
- Removes the need for perforated edges.

Minimum X Dimension 0.33 mm
based on 100% scale

Minimum Height 22.85 mm
based on 100% scale

Quiet Zone Minimum
10X to the X Dimension

0000000000000

0 x 0 g

CASE EXAMPLE

0000000000000

0 x 0 g

TRAY EXAMPLE

GTIN panel requirement options

It is not mandatory to print the GTIN on the Outer Carton (however it is highly recommeded). Whilst the GTIN is not mandatory to be printed on the Outer Carton, it is mandatory that a Display GTIN is created in Master Data. Please check with the Buying Director if they wish to include the GTIN in the artwork.
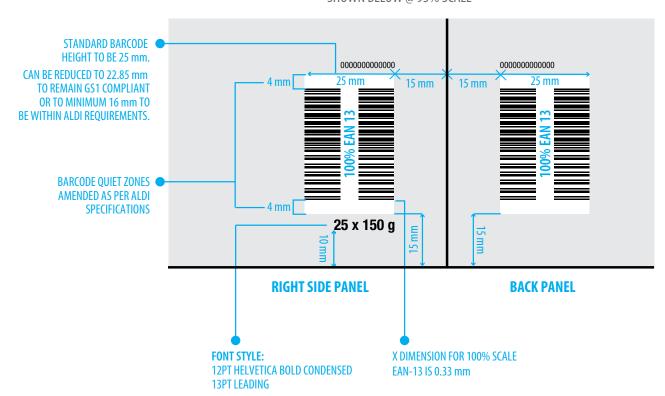
STICKER

At the discretion of the Buying Director, the Display GTIN and Volume Statement can be printed on a label and adhered to the lower right hand side of the right side panel of the shipper or display case in accordance with GS1 standards. Below are considerations that should be taken into account when selecting the sticker method for containing the required on the side panel.

CONSIDERATIONS:

1. Printer capabilities.
2. Ideal for mixed cases which may need flexibility for changes.
3. Ideal for cases of lighter colours that may make a GTIN difficult to scan .
4. Minimum print size for successful scanability of GTIN.
5. Cost implications for additional printed element (sticker).
6. Barcodes are EAN-13 100% and can be increased in size (up to 200%) if required by the printer to meet GS1 standards.
7. Standard barcode height to be 25 mm. Can be reduced to 22.85 mm to be GS1 compliant or a minimum of 16 mm to be within ALDI requirements.

GTIN Print Application Options

In order to ensure the GTIN application will be GS1 compliant in Australia there are 2 print standards to select from. Ensure that the correct standard is selected for the print process being used on the printed product.

IMPORTANT NOTE: It is the outer-most case component that must contain the required content (Display GTIN and Volume Statement). The supplier is to ensure that, based on the engineering of the case, these details are visible for warehouse receiving. For example, if your product is shipped in a tray and the lid covers the side panel, this required content should be included on the lid.
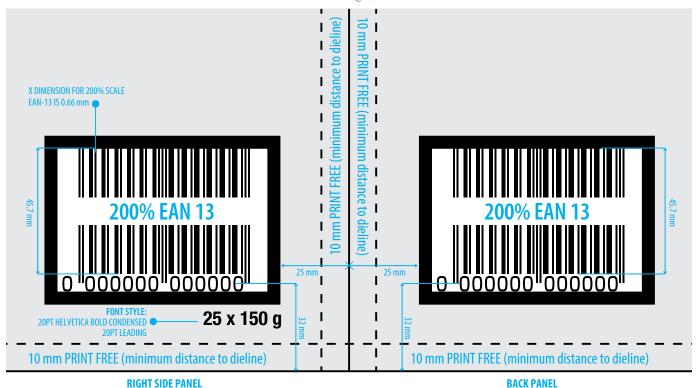
Option 1. High Quality

The high quality option will typically be used for a high quality print process such as Lithographic but may also include other print processes such as High Quality Flexographic.

Considerations:

1. Barcodes are EAN-13 100% and can be increased in size (up to 200%) if required by the printer to meet GS1 standards.

2. Preferred barcode orientation is "Ladder" but can be rotated to "Gate" format if required to meet GS1 standards.

3. Bearer bars are not preferred however can be added if required by the printer to meet GS1 standards.

4. Barcodes may be truncated but no less than the minimum barcode height requirements stipulated in the GS1 Australia EAN -13 Barcode Fact Sheet.

5. Barcodes must be positioned as stipulated in the following pages to be GS1 compliant. Barcodes may be moved only on the proviso printer confirms the barcodes will be GS1 compliant.

OPTION 1. HIGH QUALITY PRINT STANDARD
SHOWN BELOW @ 95% SCALE

STANDARD BARCODE HEIGHT TO BE 25 mm.

CAN BE REDUCED TO 22.85 mm TO REMAIN GS1 COMPLIANT OR TO MINIMUM 16 mm TO BE WITHIN ALDI REQUIREMENTS.

BARCODE QUIET ZONES AMENDED AS PER ALDI SPECIFICATIONS

0000000000000 | 0000000000000

4 mm | 25 mm | 15 mm | 15 mm | 25 mm

100% EAN 13 | 100% EAN 13

4 mm

25 x 150 g

10 mm | 15 mm | 15 mm

RIGHT SIDE PANEL | **BACK PANEL**

FONT STYLE:
12PT HELVETICA BOLD CONDENSED
13PT LEADING

X DIMENSION FOR 100% SCALE
EAN-13 IS 0.33 mm

OPTION 2. LOW QUALITY PRINT STANDARD
SHOWN BELOW @ 73% SCALE

X DIMENSION FOR 200% SCALE
EAN-13 IS 0.66 mm

45.7 mm

200% EAN 13

0 000000 000000

FONT STYLE:
20PT HELVETICA BOLD CONDENSED
20PT LEADING

25 x 150 g

10 mm PRINT FREE (minimum distance to dieline)

10 mm PRINT FREE (minimum distance to dieline)

10 mm PRINT FREE (minimum distance to dieline)

10 mm PRINT FREE (minimum distance to dieline)

25 mm

25 mm

32 mm

32 mm

45.7 mm

200% EAN 13

0 000000 000000

10 mm PRINT FREE (minimum distance to dieline)
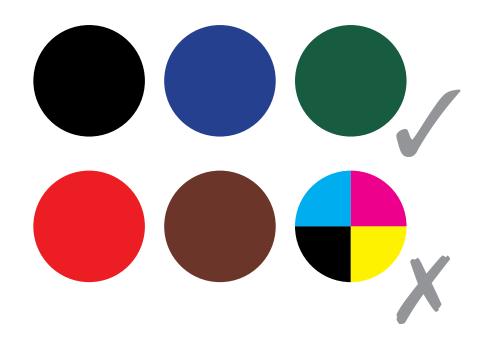
RIGHT SIDE PANEL

BACK PANEL

Option 2. Low Quality

The low quality option will typically be used for a low quality print process such as Post Print Flexographic.

Considerations:

1. Barcodes must be EAN-13 200% in order to be GS1 compliant. They may be reduced in size (no less than 100%) on the proviso the printer confirms the barcode will be GS1 compliant.

2. Barcode orientation is "Gate" by default however can be rotated if requested by the printer as there may be a requirement to ensure the vertical bars run perpendicular to the flute (follow direction of the carton flute).

3. Bearer bars are required by default. They may be removed on the proviso the printer confirms the barcode will be GS1 compliant.

4. Barcodes must not be truncated.

5. Barcodes must be positioned as stipulated in the following pages to be GS1 compliant. Barcodes may be moved only on the proviso printer confirms the barcodes will be GS1 compliant.

Printed code considerations – colour

SELECTING COLOURS

The best colour combination for a barcode is black bars with a white background (quiet zones and spaces). If you need to use other colours, follow these guidelines:

CONSIDERATIONS:

- GS1 barcodes require dark colours for bars (black, dark blue or dark green)
- Avoid printing the bars in red or brown. Scanning lasers use red light and these colours could be "invisible" to the scanner's red light
- Print the bars in a single ink colour – avoid printing them with four-colour process.

SELECTING COLOURS

- GS1 barcodes require light backgrounds for quiet zone and spaces.

SRT Consistency Strategy

The Brand Management Team are the main point of contact for all SRT Design Consistency queries and exception requests. Please contact the ALDI Brand Management Team at brandmanagement@aldi.com.au

OUTER CARTON DESIGN PRINCIPLES:
Objective of the Outer Carton design principles is to create consistent and simple outer carton packaging to be applied by Buying and Design Agencies.

Colours	• Single dominant colour for category / brand, except where agreed to use another colour for premium products	• Consistent use of colours in bay improves presentation of primary packaging
Printing	• Logo/ text printing only on the carton front lip	• Side panels, hoods, and removable parts of perforation are not customer facing
Brand Logo	• Brand logo on front lip in graphic quality aligned with print type	• Standardised logos across range drive brand recognition with higher quality branding visible on pack
Text	• Brand name only on the front lip • Trade measure if not visible on pack	• Increase reusability of outer carton design in category

SRT Consistency Strategy

OUTER CARTON CATEGORY RECOMMENDATIONS: Ambient - Outer Carton Board, Print and Colour Guidelines

		Grocery Food			Alcohol	Chiller	Grocery Non-Food
Ambient	Basic	**Pantry**	**Snacking**	**Breakfast**	**Hand-stacked** Spirits	**Dairy**	**Home Improvement**
		Canned Food	Confectionary	Tea	**Hand-stacked** Sparkling wine	Long Life Dairy & Alternatives	Housewares
		Convenience Food & Soups	Chocolates	Preserves & Spreads	Wine	Eggs	**Households**
		Long Life Meats	Biscuits	Cereals & Snacks	Beer		Detergents & Cleaners
		Dressings, Oils & Sauces	Seasonal Confectionary	Coffee & Cocoa			Paper products
		Processed Foods	Savoury Crackers	**Non-Alcoholic Beverages**	**Bakery DBU**	**Fresh DBU**	Wraps & Cloths
		Canned Meats & Fish	Chips & Snacks	Water	Bakery & Cakes	Vegetables	Pet Food
		Baking items	Nuts & Dried Fruits	Functional Drinks & Ice Tea	In-Store-Bakery	Fruits	
				Carbonates			
				Juices & Dilutes			

- **Brown, recycled paper**

- **Post print flexographic**

- 1 colour for hand stacked product, **2 preferred**, 3 max

SRT Consistency Strategy

OUTER CARTON CATEGORY RECOMMENDATIONS: Ambient - Outer Carton Board, Print and Colour Guidelines

Grocery Non-Food
Health, Beauty & Baby
Health & Beauty
Personal Care
Baby Products (Food)
Pharmacy

Alcohol	Grocery Food	Grocery Non-Food
Non-hand-stacked Spirits	Coffee & Cocoa **(Coffee Capsules)**	Nappies
Non-hand-stacked Sparkling wine	Coffee & Cocoa **(Filter Coffee)**	Baby Care (Wipes)
	Preserves & Spreads **(Honey)**	

Ambient / **Differentiated**

- **Recycled** paper
- **Double white**
- **Post print flexographic** preferred, pre-print flexographic if volume allows
- **Max 3** colours for post print flexographic, **max 5** colours for HQ post print flexographic

- **Recycled** paper
- **Single white**
- **Post print flexographic** preferred, pre-print flexographic if volume allows
- **Max 3** colours for post print flexographic, **max 5** colours for HQ post print flexographic

SRT Consistency Strategy

OUTER CARTON CATEGORY RECOMMENDATIONS: Temperature Controlled - Outer Carton Board, Print and Colour Guidelines

Chiller		Fresh
Dairy	**Chilled Convenience**	**Fruits & Vegetables**
Yoghurts & Quark	Chilled Processed Meat	**Chilled** Vegetables
Margarine & Plant based fat	Chilled Meat Convenience & Meat Substitute	**Chilled** Fruits
Milk, Cream & Butter	Chilled Prepared Food	Salads
Cheese & Cheese Alternatives	Chilled Accompaniments	
	Chilled Drinks	

Temperature-Controlled · *Shelf Ready*

- **Kraft, single white paper**
- **Post print flexographic** preferred, pre-print flexographic if volume allows
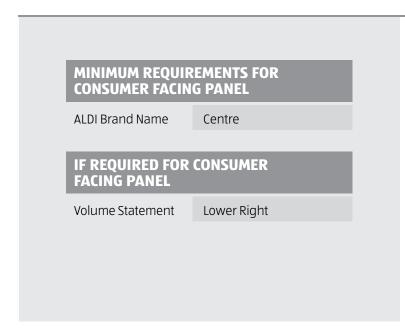- **Max 3** colours for post print flexographic, **max 5** colours for HQ post print flexographic

SRT Consistency Strategy

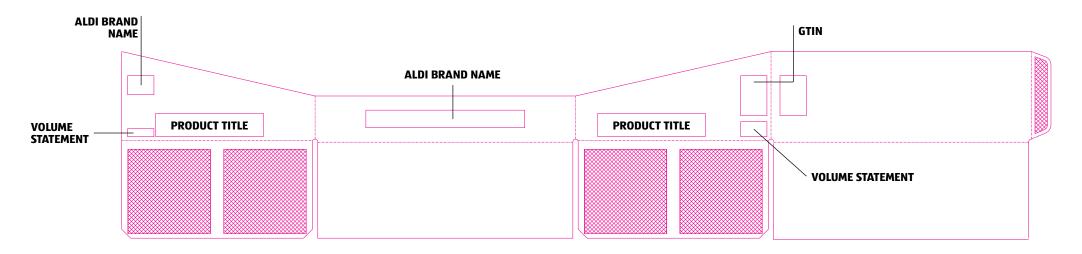**OUTER CARTON CATEGORY RECOMMENDATIONS:** Temperature Controlled - Outer Carton Board, Print and Colour Guidelines

Temperature-Controlled	Hand Stacked	Frozen	Chiller		Fresh	Grocery Non-Food
		Freezer	**Dairy**	**Chilled Convenience**	**Chilled Convenience**	**Households**
		Frozen Meat & Fish	**Hand-stacked** Yoghurts & Quark	**Hand-stacked** Chilled Processed Meat	**Hand-stacked** Chilled Accompaniments	**Chilled** Pet Food
		Frozen Fruits & Vegetables	**Hand-stacked** Milk, Cream & Butter	**Hand-stacked** Chilled Prepared Food	**Fruits & Vegetables**	
		Ice Cream & Desserts	**Hand-stacked** Cheese & Cheese Alternatives	**Hand-stacked** Chilled Drinks	**Hand-stacked chilled** Vegetables	**Bakery**
		Frozen Ready Meals & Pizzas			**Hand-stacked chilled** Fruits	**Freeze Thaw** Bakery & Cakes
					Hand-stacked Salads	
					Meat, Poultry & Fish	
					Hand-stacked Meat	
					Hand-stacked Poultry	
					Hand-stacked Fish	

- **Kraft, brown paper**
- **Post print flexographic**
- **1 colour,** simple designs, product code and name only

Outer case - full view

- Bottom panel may be flooded with colour or kept white
- If keeping the bottom of the case unprinted, 15 mm bleed from other panels should be carried over to ensure white does not roll to the other panels
- The Display GTIN (if printed on the outer carton):
  - Should be added to the right side and rear side of the case via a sticker or direct print. The information should never be printed on the front of the outer case.
  - GTIN must be minimum 100% scales and can increase to 200% to suit print specifications
  - Preferred GTIN orientation for GTIN Option 1 is "Ladder" format but can be rotated to "Gate" format to suit specifications. Preferred GTIN orientation for GTIN Option 2 is either "Gate" or "Ladder" as determined by the print specification
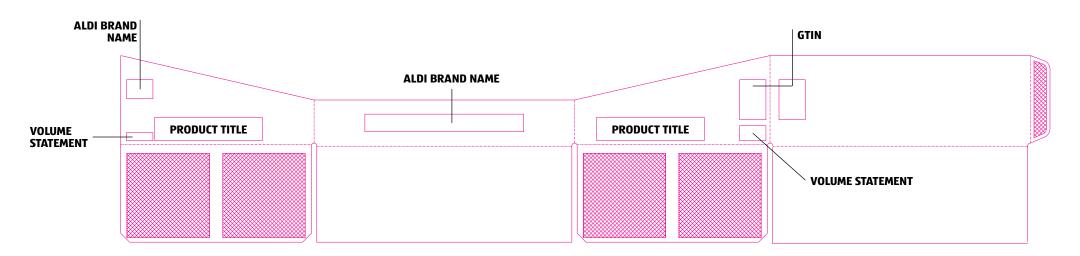
MINIMUM REQUIREMENTS FOR CONSUMER FACING PANEL	
ALDI Brand Name	Centre

IF REQUIRED FOR CONSUMER FACING PANEL	
Volume Statement	Lower Right

ALDI BRAND NAME

GTIN

ALDI BRAND NAME

VOLUME STATEMENT

PRODUCT TITLE

PRODUCT TITLE

VOLUME STATEMENT

MINIMUM REQUIREMENTS FOR CONSUMER FACING PANEL	
ALDI Brand Name	Centre

IF REQUIRED FOR CONSUMER FACING PANEL	
Volume Statement	Lower Right

Outer case - full view - continued

- The Volume Statement is not required on the Outer Carton when it is clearly visible on the inner package through the Outer Carton. Volume Statements across product ranges / brands should be consistent and should be at the discretion of Buying Directors on a brand / range case by case basis. i.e. If for some products within a range / brand, the Volume Statements are not visible through the Outer Carton, this element should be retained across all products within that range / brand.
  - If the Volume Statement is not visible through the Outer Carton, this should be placed on the bottom right-hand side of the Consumer Facing Panel via direct print.
- Buying Directors remain responsible for legal compliance

PRIMARY FORMAT EXAMPLE

SECONDARY FORMAT EXAMPLE

Additional brand marks displayed on side and back panels are only allowed on Secondary Tray formats, and are to be approved by Brand Management Team.

CONSUMER FACING PANEL	SIDE AND REAR PANELS	BASE
ALDI Brand Name	ALDI Brand Name (sides only)	ALDI Address
Volume Statement	Product Title (sides only)	Trade Mark Statement
	Volume Statement (sides only)	Recycle Logo
	GTIN (right hand and rear side only - if printed on the outer carton)	
	Single / Generic ID (placed above TMS side or rear)	

Messaging

Product Title

It is at the discretion of the Buying Director to put the Product Title on the Outer Carton. However, if the Product Title is to be displayed on the Outer Carton it must sit on the side panels only.

Net Weight statement format

The Volume Statement is only required on the Outer Carton when the statement on the inner package is not clearly visible through the Outer Carton.

The weight is the actual product weight and does not include the weight of the pack. In most cases this will be straight forward, for example:

Powerforce Disinfectant 1 L with each carton holding 12 bottles 12 x 1 L = 12 L.

Here is a more complicated example:

12 twin packs of crème caramel are in each carton, the weight statement on the carton reads:

12 units (150 g x twin pack = 300 g)

Net Weight 3.6 kg

Outer cartons must be clearly labelled with the following:

GTIN (if printed on the outer carton).

All outer carton artwork must be approved by ALDI Stores before production.

GOLDEN RULES CHECKLIST

☑ Board grade

☑ Print process

☑ Target proofs

☑ Consistency

Board grade & print quality

Board grade
- Durability for carton contents & merchandising requirements
- Flute options
- Lining options e.g. Double White lined or brown board
- High Content of Recycled cardboard is preferred.

Print process
- Pre-Print / High Quality Flexographic: Differentiated quality
- Post Print: Standard Quality.

Target proofs
- Supplier must provide printer's proof for final sign off with Buying Director. These can be in the form of a soft proof (i.e. PDF) or hard proof at Buying Director's discretion.

Consistency
- Colour consistency is a vital part of ALDI merchandising. A proof, if required, must be provided to ALDI for Buying Director approval before proceeding to print.

Failure to comply may result in rejection of stock.

Front

Right hand side

Rear side

Front and left hand side follow the same layout, but don't include the GTIN, Single or Generic ID

All Plain Cartons - Core Ambient & Freezer, Seasonal & Special Buys

Transit cases

- Brown inner & outer liners
- No stretch wrap
- No staples
- Labels or tape must be stable at -25˚C (freezer cartons only)
- Products packed into the box face down to improve decanting in store
- Black text only
- Each print face carries the same printed information, as agreed with the Buying Director
- Product name to be printed directly onto outer case as this is not used as a display case
- Maximise pallet configuration with no overhang
- GTIN is not mandatory to be printed - please check with the Buying Director if this is required
- Single or Generic ID must be placed on the right hand side and back side of the carton. This is an important identifier for Stores.

Palletisation

Pallet information

- Products being shipped into ALDI must fully utilize the pallet footprint wherever possible
- Pallets must be clearly labelled following the GS1 Logistics label Guideline - this can be accessed here: https://www.gs1.org/docs/tl/GS1_Logistic_Label_Guideline.pdf
- Overhang is not permitted
- Utilize the maximum height limitations (subject to safe stacking and load stability)
- Do not use tape to contain the cases on the pallets.

Palletisation CONTINUED

Shrink wrapping

- Products must be securely wrapped to the pallet to avoid movement. Additional wrap at the top and bottom of the pallet should be applied
- Wrap should be clear and transparent to maximise recyclability. Dark or coloured wrap is to be avoided
- Overly tight stretch-wrap should be avoided as it creates weakness within the carton structure.
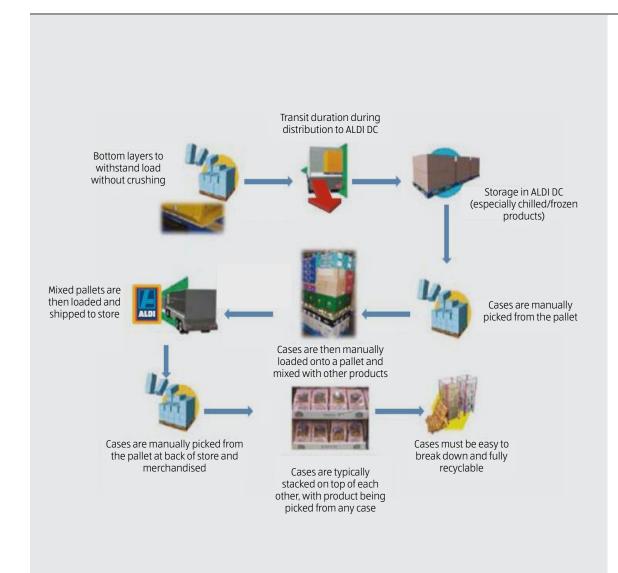
Lidded cartons

- It is preferable that lidded cartons are stacked facing inwards towards the centre of the pallet.

Perforated cartons

- For an enclosed case, we recommend having the perforated side facing inwards to avoid any potential opening during transportation.

Maximum pallet height:

- A - Pallets: up to 1.65 m (by road)
- D - Pallets: up to 1.8 m (by road)
- A - Pallets: up to 1.25 m (by rail)
- D - Pallets: up to 1.25 m (by rail).

Bottom layers to withstand load without crushing

Transit duration during distribution to ALDI DC

Storage in ALDI DC (especially chilled/frozen products)

Mixed pallets are then loaded and shipped to store

Cases are manually picked from the pallet

Cases are then manually loaded onto a pallet and mixed with other products

Cases are manually picked from the pallet at back of store and merchandised

Cases are typically stacked on top of each other, with product being picked from any case

Cases must be easy to break down and fully recyclable

Supply chain

The following points in supply chain must be considered:

- Shipping to DC to withstand relevant temperature regimes as per product specification
- Manual handling of the case both at the DC and in store
- Shipping from the DC to store on a mixed pallet with other cartons
- In store customer behaviour whereby product could be picked from any carton in a stack.

For further detailed information, please refer to ALDI Terms & Conditions.

8. Limited Time Only Guidelines

Scope:

- Applies to all Summer, Winter and Quarterly Seasonal Private Label lines

- Where possible, applies to all Summer, Winter and Quarterly Seasonal Branded lines which are bespoke to ALDI

- Does NOT apply to Summer, Winter and Quarterly Seasonal National Brand lines

- Does NOT apply to Easter and Christmas Seasonal Programme

Any exceptions to the above are to be reviewed individually by the Managing Director - Buying

The purpose of these guidelines

A consistent LIMITED TIME ONLY call-out has been developed to drive incremental basket size and positively influence range perceptions. The intention is to further optimise seasonal conversion and better manage customer expectations across in-store and marketing channels with a consistent graphic visual and language.

The Brand Management Team are the main point of contact for all Limited Time Only SRT application queries and exception requests. If an exemption or alternate option is required, please contact the ALDI Brand Management Team at brandmanagement@aldi.com.au

Application

Limited Time Only Lozenges have been developed and are to be applied to Seasonal lines as outlined in the above scope.

Two style options have been developed to provide suitable category flexibility.

Format: Sticker application OR integration into packaging artwork are both suitable.

Use of the LIMITED TIME ONLY call out is mandatory on Outer Cartons (please see specific instruction on page 8.4), yet optional for primary packaging.

VISUAL ASSETS: ALDI LIMITED TIME ONLY Icons

Primary Icon (Preferred)

Secondary Icons

Alternate Icons

Font

Gothic 821BT Condensed

Colours

PMS **485**

C 0
M 95
Y 100
K 0

Preferred application

Secondary application

Alternate application

Primary Pack (Optional)

Preferred application to primary pack:

- Red Circular Lozenge LTO Lozenge to be placed on the top right-hand side of the front of pack
- Red Colour (Pantone 485c)
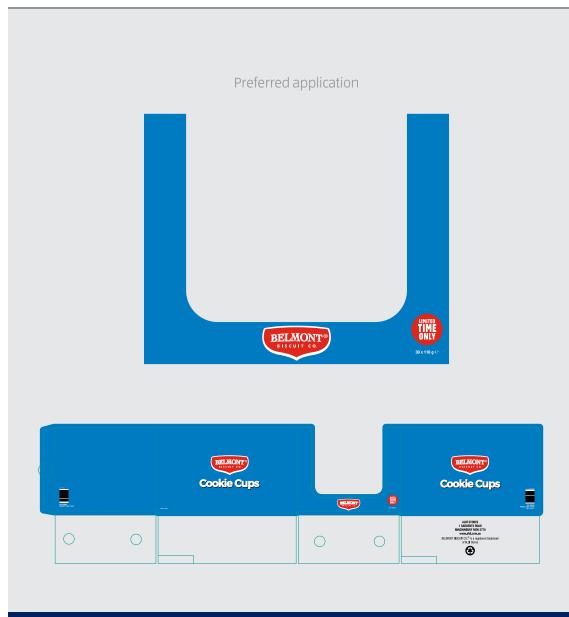- Font - Gothic 821BT Condensed

Secondary application to primary pack:

- Red Rectangle or Banner LTO to be placed in the top ⅓ of pack (preferably centred)
- Red Colour (Pantone 485c)
- Font - Gothic 821BT Condensed

Alternate application to primary pack:

- Red Sash or Chevron LTO to be placed in the top ⅓ of pack (preferably centred or top right-hand side)
- Red Colour (Pantone 485c)
- Font - Gothic 821BT Condensed

Preferred application

Application to Outer Carton (Mandatory)

- The red small circular LTO lozenge is the preferred option for SRT application. For an exception, please contact the Brand Management Team.
- Red Colour (Pantone 485c)
- Font - Gothic 821BT Condensed.