

Aldi Ireland is the first retailer to introduce 100% home compostable Potato Packaging

Aldi Ireland is trialling 100% home compostable bags across its 1kg Irish Rooster Potato range, becoming the first retailer in Ireland to do so. If successful, the new packaging would help remove five tonnes of non-recyclable plastic packaging from stores each year, a change which would impact almost 1.2 million bags of potatoes annually.



Customers will find the new 100% home compostable packaging around Aldi's 1kg Irish Rooster Potatoes, Ireland's most popular potato variety, in stores now. The trial is part of Aldi's long-term plastic reduction programme, which aims to ensure 100% of its own-label packaging is reusable, recyclable or compostable by 2022.

Aldi has been working with two of its Irish suppliers, PKS Farms Ltd and Iverk Produce, over the past year to introduce the new eco-friendly packaging across all its 144 Irish stores. The new packaging is made from a blend of compostable materials that are bio-based and fossil-based, meaning customers can place the packaging in their compost heap at home instead of having to put it in the brown bin to be sent to an industrial composting facility.