



ALDI UK
Responsible Marketing Statement



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1. We will only make truthful and verifiable claims about our products.
2. We do not offer multi buy promotions on any foods that are high in fat, sugar, and/or salt.
3. We encourage the promotion of healthy and balanced diets by displaying the nutritional information of our products on our packaging and by providing recipes and tips for healthy and balanced diets on our website.
4. Each week we will offer promotions on fruit and vegetables (for example Super 6). We will actively promote our weekly fruit and veg offers.
5. Whenever we promote recipes or suggested meals, we will aim to always use images which depict recommended portion sizes.
6. We will feature people of different ages, genders, ethnicities, abilities, and body shapes in our advertising.
7. We are committed to compliance with the BCAP and CAP Codes.
8. We will verify and substantiate any environmental or ethical claims we make about our products or business practices.