

We are here for you.

A message from Aldi CEO Giles Hurley

Dear Customer,

I would like to personally thank you for your continued patience and co-operation during these unprecedented times. There is no doubt that we have all had to radically change the way we go about our daily lives, not least in the way we shop.

If we continue to work together, we can undoubtedly overcome this challenge and safeguard the wellbeing of both you, our amazing customers, and also our incredible colleagues who are working tirelessly to keep the nation fed.

I want to provide you with our latest update on product availability and highlight some additional measures that we are introducing to protect colleagues and customers and to support those most in need.

Removing Product Restrictions

Our suppliers and colleagues have worked incredibly hard during recent weeks to keep our stores well stocked. Our customers have also played their part by only purchasing what they need.

Thanks to these combined efforts, we have good availability across all of our stores and, from Monday 13th April, we will remove all of our remaining product restrictions.

Our shelves are now well stocked throughout the day, so there is no need to visit stores first thing in the morning. In fact, from Tuesday 14th April, we will be extending our opening hours in almost all of our stores so you can shop until 10pm Monday to Saturday, when our stores are quieter. Normal Sunday opening hours remain in place.

Protecting colleagues and customers

We continue to do everything we can to keep colleagues and customers safe in our stores.

We have implemented social distancing markers on the floor, clear plastic screens at the checkout and a queuing system outside stores to limit the number of shoppers entering at any one time.

We have also recently introduced the following additional measures:

- Customers are encouraged to shop alone, where possible, and adhere to one person per trolley. This helps with social distancing in our stores. We will of course allow customers to shop with children, should they have no alternative.
- Sanitisation stations at the front of our stores where we are offering wipes to disinfect baskets and trolleys.
- Gloves for those colleagues that wish to use them.

We are also ensuring that our frontline colleagues are rewarded for their hard work with a 10% bonus on all hour works during this crucial period.

Supporting vulnerable customers

From Tuesday 14th April, we are also extending our priority shopping time for emergency workers which will now include all groups entitled to a Blue Light card, such as social care workers, first responders and St John's Ambulance staff.

These groups, alongside the NHS, Police and Fire Service, will be given exclusive access to our stores 30 minutes before normal opening on Sundays.

In addition, they will continue to have priority access to our stores around the clock.

Contactless payment

One way that you can help reduce contact in store is to use contactless payment rather than cash whenever possible. We have recently increased the contactless card limit to £45 so that more customers can use this payment method, and we accept both Apple Pay and Android Pay where there is no contactless limit in place.

Supporting our communities

We continue to work with our long-term partner Neighbourly to help feed those most in need. In addition to our daily food donations from each of our stores, through this partnership we are donating almost half a million Easter eggs which we hope will spread some much needed cheer to vulnerable families at this difficult time.

We remain as committed as ever to providing you with a quick, safe and affordable shopping experience when you visit your local Aldi store.

In the meantime I want to extend my gratitude not only to our amazing Aldi colleagues and the incredible NHS, but to all key workers who continue to inspire the nation every single day.

I will, of course, keep you updated about any new significant steps we're taking.

Thank you for your continued support.



Giles Hurley

CEO -Aldi UK and IRE