

**Aldi Ireland was delighted to support Food for Ireland - Ireland's first National Food Appeal in partnership with FoodCloud**

Aldi Ireland, along with other Irish retailers, came together to support a new food initiative by FoodCloud called 'Food For Ireland', to help meet the unprecedented demand on FoodCloud's services from charities and communities across Ireland affected by Covid-19.



FoodCloud has experienced a huge surge in demand for its food redistribution services in recent months. Between March and June 2020, charities sought 44% more food donations compared to the same period in 2019, with 968 tonnes of food, equating to 2.3 million meals, distributed through retail partners and FoodCloud's three hubs during this time.

As part of the 'Food for Ireland' initiative, Aldi hosted a national food appeal in their 143 stores across Ireland from 17<sup>th</sup> – 20<sup>th</sup> September in a bid to meet the target of 280,000 meals which is the immediate need. Across the four days, shoppers donated much needed non-perishable food which was redistributed directly to charities across Ireland who have highlighted a shortage.

In addition to the in-store collections Aldi reached out to their supply chains to support FoodCloud access more food.