

August 3, 2015

Mr. Jason Hart Chief Executive Officer ALDI Inc. 1200 North Kirk Road Batavia, IL 60510

Dear Mr. Hart:

The Center for Science in the Public Interest today launched a new campaign that reimagines the choices offered at checkout. We are writing to ask whether you will join us by becoming the first supermarket chain in the nation to ensure that checkout supports customers' health.

Although many supermarkets have taken some positive steps to support their customers' health, such as employing dietitians and offering wellness services in-store, checkouts laden with candy and soda stand in sharp contrast to those efforts. Health-conscious customers are asking for more—the kind of healthy options they find elsewhere in the supermarket. Healthy options at checkout are popular. For example, bananas outsell Snickers bars at 7-Eleven registers. Yet, no American retailer has adopted nutrition standards for all its checkout lanes.

In the United Kingdom, consumer demand resulted in three major supermarket chains (Lidl, Aldi, and Tesco) removing candy and other unhealthy foods at checkout in favor of fresh and dried fruits and other healthier options.

We stand ready to applaud your efforts in public and with our members and coalition partners. (Earlier this year, for example, we were quoted praising Wendy's, Burger King, and Dairy Queen in *USA Today*, *Forbes*, and the *New York Daily News* for removing soda from their children's menu boards.)

Will you join this movement as the first chain to adopt a fresh approach to checkout for all of the aisles in all of your stores?

Please contact us at jalmy@cspinet.org, or 202-777-8358, at your earliest convenience to set up a time to talk.

Sincerely,

Michael F. Jacobson, Ph.D.

Michael F. Jacobson

Executive Director

Jessica Almy

Senior Nutrition Policy Counsel