

# ALDI: Fine-ish Dining & Meet the Winners

**ALDI** is a supermarket chain well-known for its high-quality products at low prices. In 2021, the company conducted regular shopper research uncovering a key insight about its budget-concerned shoppers: they were tired of the same old cheap and uninspiring meals. In response, ALDI launched the “Fine-ish Dining” campaign to inspire their customers with fresh ideas and secure their place as the home of low prices.

**Fine-ish Dining**  
5 family dinners for under \$70\*

Planning delicious weeknight family dinners doesn't need to break the bank. With Fine-ish Dining, you can cook 5 value-packed dinners for a family of 4 for under \$70. All it takes is a trip to ALDI plus a few items from the pantry.

To watch our quick how-to videos and for more recipes, scan the QR code or visit [aldi.com.au/fine-ish-dining](https://aldi.com.au/fine-ish-dining)

**Monday**  
Pork Stroganoff  
Serves 4

**Tuesday**  
Brioche Beef Burgers with Black Bean Salsa  
Serves 4

**Wednesday**  
Pan-seared Tasmanian Salmon with Caramel Orange Sauce and Cous Cous  
Serves 4

**Thursday**  
Spaghetti with Creamy Zucchini  
Serves 4

**Friday**  
Vegetarian Pizza with Zesty Rocket and Pear Salad  
Serves 4

4 ALDI Groceries \*\$70 excludes pantry staples (listed next page) and assumes meals for 2 adults and 2 children. Based on prices at 26/6/20. Prices may vary.

Campaign achieved a  
**3%**  
bump in core range sales

## Objective

ALDI intended to use this catalogue campaign to drive sales and inspire budget-concerned families to jazz up their meals and include fresh meat and produce into their daily diets while not straining their wallet, ‘expanding beyond mince’. >>

# ALDI: Fine-ish Dining & Meet the Winners

**MEET THE WINNERS**  
ALDI are proud as punch to have won several Sydney Royal Awards in the Cheese and Dairy Show.

**\$1.99** every day  
FARMDALE RAM CHOCOLATE FLAVOURED MILK 600ML \$3.32 per litre

**\$3.99** 12pk every day  
WESTACRE TASTY CHEDDAR SLICES 12PK/250G \$15.96 per kg

**\$3.59** every day  
JUST ORGANIC BUTTER 250G \$14.44 per 100g

**\$4.49** every day  
EMPORIUM SELECTION ASH BRIE 150G \$29.93 per kg

**\$3.99** 12 SLICES every day  
WESTACRE VINTAGE CHEDDAR SLICES 12PK/250G \$15.96 per kg

**\$5.49** every day  
WESTACRE COLBY CHEESE BLOCK 500G \$10.98 per kg

**\$3.99** every day  
EMPORIUM SELECTION CHEDDAR CHEESE AGED 20 MONTHS 250G \$15.96 per kg

**\$1.99** every day  
FARMDALE RAM CHOCOLATE FLAVOURED MILK 600ML \$3.32 per litre

**\$3.99** 12pk every day  
WESTACRE TASTY CHEDDAR SLICES 12PK/250G \$15.96 per kg

**\$3.59** every day  
JUST ORGANIC BUTTER 250G \$14.44 per 100g

**\$3.29** every day  
BROOKLEA JOI MANGO YOGURT 1KG 33c per 100g

**\$4.29** every day  
DAIRY DREAM BLUEBERRY FRUIT SWIRLED YOGURT 720G 60c per 100g

**\$3.29** every day  
BROOKLEA JOI MIXED BERRY YOGURT 1KG 33c per 100g

AVAILABLE EVERY DAY

FLIP THE CATALOGUE FOR SPECIAL BUYS™

8 ALDI Groceries Prices are correct at time of printing and are subject to change.

There's plenty more fish in the sea with our MSC Certified seafood range 9

Saw a  
**2-point**  
lift in 'low price'  
perception

## Method

With the help of BMF, ALDI produced a print magazine showcasing ALDI's products. The magazine featured a 'Fine-ish Dining' meal plan that showcased five family meals customers could recreate for under \$100, while incorporating fresh vegetables. The magazine included easy-to-follow recipes and handy shopping lists. It was then distributed through letterbox, targeting both metro and regional.

## Results

The budget friendly aspect of the meal plan, and the convenience that the plan provided, received a positive response from consumers and in follow-up research. The campaign resulted in a 3% bump in core range sales and a 2-point lift in 'low price' perception, compared to the previous period. ●