

A message from Brad



24/06/24 - Helping Our Customers Get Value (and making sure price comparisons are apples-for-apples)

Team,

Last week, CHOICE released their first quarterly supermarket pricing report. While we respect the role CHOICE plays and its mandate from the Federal Government, we don't believe this was a fair comparison - especially in relation to product comparisons between Aldi and Woolworths.

We are proud to offer our customers choice on the products they purchase, including both Market Leading National Brands and a wide variety of Woolworths Own and Exclusive brands (all at great value, and on average 30% cheaper than National Brands).

At the recent Senate inquiry into supermarket pricing, Aldi Australia's CEO Anna McGrath said: "One of the other things that makes us extremely unique from our competition is that 90 percent of our product range is what we would call exclusive brands."

So with that in mind, we have done our own comparison between Woolworths Own and Exclusive brands and those of Aldi, across the 14 products referenced by CHOICE and this shows the Woolworths basket (in a NSW store) totalled \$41.19 versus Aldi's at \$40.52.

This represents a much more comparable price comparison, especially when considering the additional value benefits we provide our customers - such as expanded Range incl in Fresh, services like Direct to Boot, \$10 off your shop by being a Member of our Everyday Rewards, and much more...

We know we have more to do to help our customers get value, and we strive to be as transparent as possible with our customers, as is evidenced in our relaunch of Everyday Low Price and increased focus on Unit Prices.

Thank you for helping our customers ***find value, feel valued and connect value.***

Brad