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FOR IMMEDIATE RELEASE

ALDI announces Sophie Grieser as the New Public Relations Assistant.

AURORA, Ill., October 7, 2026 --- ALDI U.S. has hired Sophie Grieser of Wisconsin as the new public relations assistant. While the majority of her time will be spent working out of the corporate headquarters in Batavia, Ill., she will also spend some time in the Oak Creek, Wis. divisional office. Her experience in the industry and willingness to learn makes her a great new asset to the company. Grieser is expected to start at the end of the month.

Sophie Grieser graduated from the University of Wisconsin-Whitewater in 2024 where she earned a Bachelor of Arts degree in Communications with an emphasis in public relations, a minor in marketing, and a certificate in event planning and promotion. She interned at Organic Valley in the summers prior to graduation as a member of the integrated marketing team. After graduating, Grieser worked as the brand

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communications & public relations coordinator at Crate&Barrel.

ALDI U.S. is undergoing major expansion with more than 100 new stores opening in the next year. Grieser will be assisting with the public relations and execution of the new store openings. Specific job duties include writing press releases and preparing information for the media, overseeing social media content for the midwestern store locations, and ensuring a positive brand image with customers. Her previous knowledge and experience will be beneficial as she launches the latest projects.

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