



Dr. Julia Adou, Director National Sustainability at ALDI SÜD Deutschland, presents the #Ernährungswechsel as part of the national sustainability strategy.

„The #Ernährungswechsel at ALDI SÜD in Germany is guided by the Planetary Health Diet, which supports human health while respecting planetary boundaries.“

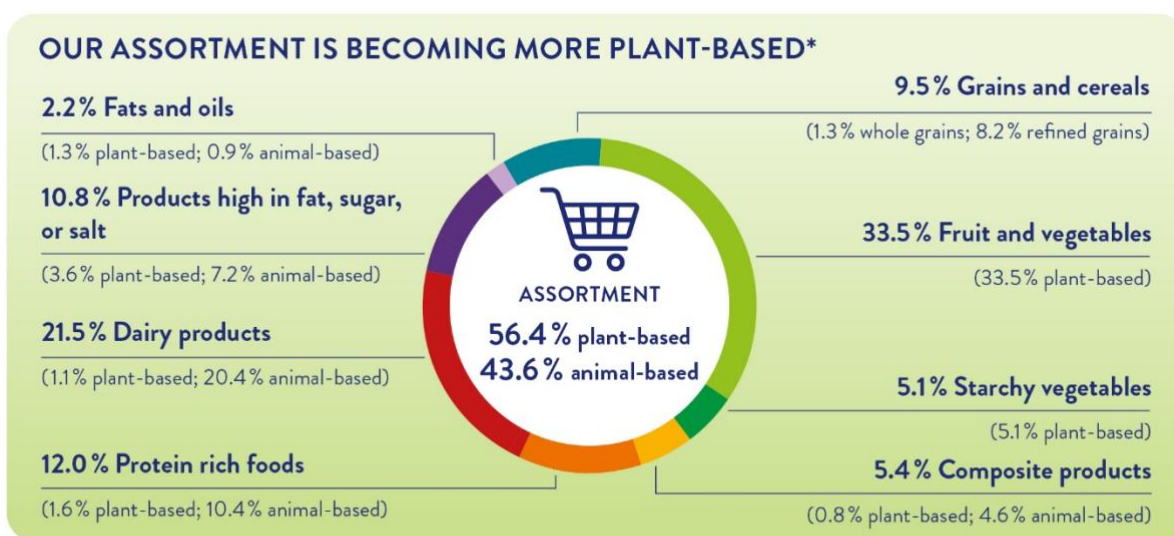
Q: When did you launch your nutritional objectives and strategy and what are they focusing on?

A: In 2023, we introduced the ALDI SÜD #Ernährungswechsel as part of our [ALDI SÜD Deutschland corporate sustainability strategy](#). A balanced diet based on resistant food systems is essential for the long-term health of both people and the planet. This is why **the #Ernährungswechsel at ALDI SÜD in Germany is guided by the Planetary Health Diet**, which supports human health while respecting planetary boundaries¹ [5]. It serves as a compass for ALDI SÜD's nutrition and sustainability strategy because it combines elements of both areas and is grounded in scientific research. **We aim to make healthy eating simple, sustainable, and affordable.** For that, we are committed to continuously increasing the share of our plant-based product range, with a particular focus on fruits and vegetables, whole grains, and plant-based protein sources.

¹ Johan Rockström et. al., "The EAT–Lancet Commission on healthy, sustainable, and just food systems," The Lancet Commission, vol. 406, no. 10512, pp. 1625-1700, 2025.

Q: To which extent is protein diversification a part of the strategy and how do you measure progress?

A: With our goal of implementing the Planetary Health Diet in our product range, we also aim to ensure the supply of plant-based protein sources. As part of our German #Ernährungswechsel journey, setting a concrete protein target is the next step - ideally in collaboration with all German food retailers. **To make our progress transparent, we have been using the [WWF's enhanced methodology](#)** since last year to classify our entire food assortment. This method allows for a particularly detailed categorization of relevant product groups within the Planetary Health Diet.



* Concerning the sold volume of plant-based and animal-based branded and private label food products in the standard, seasonal, and special buys for the fiscal year 2024; calculated according to WWF methodology.

Figure 1: Assortment categorization across different food groups at ALDI SÜD Deutschland

Q: How do you engage consumers in order to make progress towards your targets?

A: Our goal is to promote an affordable and healthy diet for all current and future customers by enabling them to make informed and healthier choices. **We strive to help our customers select healthier options.** This includes reformulating existing products to improve their nutritional profile by reducing salt, sugar, saturated fatty acids and additives, while increasing fiber content and the amount of plant-based protein. In our cereal range, for example, we have already been able to reduce more than 400 tons of sugar compared to the year 2014.² This corresponds to approximately 17 truckloads, each weighing about 25 tons. **We also adjust our product portfolio by introducing healthier and more innovative product types and ranges,** such as plant-based alternatives. To support consumers in quickly evaluating the nutritional quality of processed and packaged foods, we provide clear and

² All cereal products in our own-brand standard range were compared between the years 2014 and 2024. For all comparable products, the difference in sugar content was determined, and the amount of sugar saved was extrapolated based on the sales volume in 2024.

intuitive nutrition labeling. Furthermore, **we actively promote education on nutritious and balanced diets** by sharing recipes online and sharing information through nutrition reports to encourage healthy eating habits.

Q: What was the most important argument for starting the ‘ALDI SÜD #Ernährungswechsel’?

A: As a global food retailer, we recognize the important role ALDI SÜD Deutschland plays in tackling the challenges related to healthy nutrition. **We are dedicated to promoting healthier and more sustainable diets with a reduced environmental footprint.** There is a scientific consensus that switching to a predominantly plant-based diet can support the reduction of emissions³[6, 7]. Therefore, expanding the plant-based range is part of our comprehensive strategy to achieve our ambitious net-zero climate goals. By integrating healthy eating into our Sustainability Strategy, we strive to create a positive impact not only on people’s health but also on lowering greenhouse gas emissions.

Q: How much impact did this initiative have so far?

A: In 2023, we published the first [ALDI SÜD Deutschland Nutrition Report](#) to make our German strategy, measures, and goals transparent. Since then, we have been releasing our Nutrition Report annually, sharing the progress we have made, together with interesting facts and tips on conscious nutrition, like science-based information on protein sources such as legumes or possible ways of salt and sugar reduction. **Regarding the ALDI SÜD Deutschland food assortment, the plant-based share stands at 56.4%, while the animal-based share accounts for 43.6%.⁴** We support the joint use and further development of this methodology within the industry to advance our #Ernährungswechsel. **As part of that, throughout the year, we offer more than 1,400 products labeled as vegan.⁵ This is more than twice as many as in the year 2021.**

³ Poore, J. & Nemecek, T., 2018: [Reducing food’s environmental impacts through producers and consumers](#). Science. 360. 987-992. ; Rabès, A., Seconda, L., Langevin, B., Allès, B., Touvier, M., Hercberg, S., Lai-ron, D., Baudry, J., Pointereau, P. Kesse-Guyot, E., 2020: [Greenhouse gas emissions, energy demand and land use associated with omnivorous, pesco-ve-vegetarian, vegetarian, and vegan diets accounting for farming practices](#).

⁴ Concerning the sold volume of plant-based and animal-based branded and private label food products in the standard, seasonal, and special buys for the fiscal year 2024; calculated according to [WWF methodology](#).

⁵ Counted were food and cosmetic product varieties labeled with the V-Label vegan or the Veganblume (standard, special buys, and seasonal items) throughout the year 2024 in the ALDI SÜD assortment.