



How to Recruit an Aldi Store to Your Community

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Describe Aldi's Real Estate Team

ALDI's real estate sector is organized into national teams, regional group directors, and state-based real estate directors responsible for store site acquisition, leasing, and expansion.

National Real Estate Structure

The National Real Estate (NRE) department manages U.S.-wide strategy and technical functions. It includes multiple specialized sub-teams:

- Store Development – site identification, acquisition, development, and openings.
- Real Estate Services – manages projects impacting stores nationwide, including property sales and branding coordination.
- Facilities – cost control and operational maintenance for stores and offices.
- Systems & Sustainability – oversees energy efficiency, emissions, and sustainable construction practices.
- Warehouse Development – designs, constructs, and renovates distribution centers.



- Real Estate Analytics – drives decision-making through data on store performance and market research.

Regional Real Estate Leadership

ALDI divides operations into real estate regions led by Group Directors of Real Estate, each responsible for development across multi-state divisions:

- Midwest Region: Steve Bowman, based in Batavia, Illinois.
- Southeast Region: Chris Lloyd, based in Chicago.
- Northeast Region: Adrienne Kieliszak, based in Philadelphia.

Each Group Director oversees several Directors of Real Estate — like Rachel Kegerise (Western & Southern Maryland, Central Pennsylvania, and Southern West Virginia) — who manage real estate acquisitions, broker relations, and zoning or permitting for their territories.

State and Divisional Responsibilities

At a more local scale, ALDI maintains state-by-state real estate contact listings dividing each state into geographic sectors (e.g., North vs. South Alabama). Each territory is assigned a Director of Real Estate or Manager, who facilitates land purchase, lease negotiation, and new store site planning. Additionally, ALDI's operational backbone is driven by 26 geographic divisions (e.g., Batavia IL, Mount Juliet TN, Moreno Valley CA), each supporting real estate activity, lease management, and construction for its coverage area.

Aldi Real Estate Challenges

ALDI's regional real estate operations face distinct challenges tied to geography, zoning, infrastructure, and competitive dynamics. These vary markedly between regions due to population growth trends, legacy retail footprints, and land use complexities.

Southeast Region: Acquisition and Conversion Complexity

The Southeast faces the heaviest redevelopment pressure due to the 2024–2027 conversion of over 400 Winn-Dixie and Harveys Supermarket stores. ALDI must balance integrating these assets while managing store lease renegotiations, debt absorption, and capital investment in aging buildings. Florida, Georgia, and Alabama markets face zoning variance hurdles, floodplain encroachments, and high property taxes near coastal zones, complicating conversion projects.

Northeast Region: Zoning and Density Constraints

In high-density states such as Connecticut, New York, and Pennsylvania, ALDI encounters zoning disputes and legal appeals tied to land use or traffic impacts.



- Projects in Bridgeport and Stratford, CT highlight repeated zoning rejections and court challenges over traffic and neighborhood fit.
- Limited land availability and small parcel sizes force multi-parcel assemblages that extend acquisition timelines to several years, such as ALDI's Lake Wales, FL development model.

Midwest Region: Market Saturation and Site Optimization

In the Midwest, where ALDI historically dominates, real estate challenges now stem from saturation and the need for modernization rather than new territory entry. Many early ALDI prototypes (10,000 sq. ft.) no longer accommodate expanded SKUs, forcing relocations or rebuilds of older stores to the 22,000+ sq. ft. standard with better parking and cross-shopping opportunities.

Western Region: Entry Barriers and Infrastructure Costs

ALDI's strategic push into Southern California, Arizona, and Nevada introduces fresh hurdles:

- High construction and land costs,
- Environmental permitting tied to desert ecosystems, and
- Scarcity of parcels in high-traffic retail centers suitable for grocery zoning.

These western sites often require adaptive reuse or build-outs in former big-box shells due to land scarcity.

Universal Factors Across Regions

Across all markets, ALDI's real estate selection criteria—22,000 sq. ft. footprint, 2.5-acre parcels, and 20,000+ daily traffic counts—narrow the number of viable sites. Additional challenges include:

- Community resistance in urban neighborhoods wary of increased traffic.
- Balancing environmental requirements such as floodway and wetland restrictions.
- Coordinating offsite infrastructure improvements, including traffic light reconfiguration and utility expansion.

In summary, ALDI's regional real estate challenges mirror broader U.S. development trends—redevelopment in the Southeast, density issues in the Northeast, modernization in the Midwest, and accessibility and cost pressures in the West—all within the framework of its aggressive, sustainable expansion plan.

Logistics challenges in Midwest and northeast

ALDI's Midwest and Northeast growth faces complex logistics challenges tied to distribution capacity, urban congestion, infrastructure cost, and supply chain modernization. These regions — both targets for more than 330 new stores by 2028 — require major logistical reconfiguration to support sustained expansion.

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Midwest: Network Congestion and ERP Transition

The Midwest region, centered around ALDI's Batavia, Illinois headquarters, is experiencing temporary supply disruptions due to an enterprise resource planning (ERP) system overhaul at distribution centers. Customers across northern Illinois and Wisconsin have reported delivery unpredictability and shelf shortages during the 2024–2025 rollout, straining warehouse throughput and driver scheduling. In addition, ALDI's Midwest logistics system faces:

- High warehouse utilization given the region's mature store density.
- Trucking bottlenecks between the Batavia, Dwight, and Webberville distribution hubs due to overlapping delivery ranges.
- Cold chain limitations — older DCs designed for smaller product assortments now must handle larger refrigerated and fresh produce loads.

Northeast: Distribution Constraints and Urban Density

The Northeast poses logistics difficulties tied to limited infrastructure for last-mile delivery, older road systems, and high fuel costs. Key issues include:

- Port congestion at Newark and Philadelphia affecting perishable import flows.
- Complex routing for urban stores in cities like New York, Bridgeport, and Philadelphia, where night delivery windows and zoning restrictions limit truck access.
- Warehouse catchment overlap between ALDI's Frederick (MD) and South Windsor (CT) facilities, creating duplicate freight lanes and logistical inefficiencies.

Shared Regional Challenges

Both regions share several systemic obstacles:

- Labor shortages in truck driving, particularly short-haul refrigerated routes.
- Increased demand volatility, as ALDI's low prices draw higher weekly shopping volume than typical modeling anticipated.
- Supplier recalibration requirements as the company doubles to over 2,600 U.S. stores by 2026, forcing production scaling and better cross-docking synchronization.

Strategic Solutions Underway

To address these barriers, ALDI is investing in state-of-the-art distribution center modernization projects in Cleveland and Frederick, enhancing automation and warehouse cooling capacity. The company has also expanded use of AI-enabled logistics visibility platforms like the ONE Intelligent Control Tower for real-time shipment tracking and supplier coordination.

In short, while the Midwest grapples with internal distribution strain and ERP modernization, the Northeast battles infrastructure congestion and fragmented routing — both emblematic of ALDI's challenge in scaling its efficient, lean logistics model to dense, high-demand regions.



Demographics – market profile intel

From a demographics perspective, ALDI seeks communities with strong population density, middle-income stability, and a high concentration of value-oriented consumers. Its real estate and marketing teams blend demographic, psychographic, and mobility data to identify markets that align with its discount retail model.

Core Demographic Criteria

According to ALDI's official property requirements and market analyses:

- Population Density: A dense trade area population within three miles of the site is essential, typically 25,000–35,000 residents.
- Traffic Exposure: Sites require 20,000+ daily vehicle counts and placement near established shopping districts.
- Household Income: Ideal median household income ranges between \$50,000 and \$90,000, high enough to support grocery spending but cost-conscious enough to value discount pricing.
- Age Profile: The most frequent ALDI shoppers fall in the 25–54 age range, with strong participation from Millennials and young families who prioritize affordability and convenience.

Psychographic and Lifestyle Factors

ALDI's "smart shopper" demographic cuts across traditional income brackets, uniting consumers who emphasize:

- Practicality and simplicity—interested in efficiency rather than store ambiance.
- Brand trust over name brands, preferring high-quality private labels at low prices.
- Healthy and sustainable product preferences, particularly among Millennials and Gen Z buyers.

Community Profile Expectations

Ideal ALDI communities typically have:

- Stable or growing middle-income households with consistent housing turnover.
- Access to regional retail corridors or commuter routes, ensuring strong weekday and weekend shopping flow.
- Diverse but price-conscious populations — ALDI attracts families, retirees, and working professionals alike, often in suburban or first-ring urban areas.

Typical Trade Area Traits

Attribute	Preferred Range or Description	Source
Population density	25,000–35,000 within 3 miles	



Attribute	Preferred Range or Description	Source
Median household income	\$50,000–\$90,000	
Daily traffic volume	Over 20,000 vehicles	
Core shopper age	25–54 (Millennials, Gen X)	
Shopping behavior	Value-focused, private-label loyalists	

In essence, ALDI looks for moderately dense, middle-income communities with heavy commuter traffic and households focused on affordability, efficiency, and high-quality essentials — neighborhoods where cost-conscious consumers value savings without sacrificing quality.

On average, U.S. consumers will travel 10 to 30 minutes, or 6 to 15 miles, to shop at an ALDI store, depending on regional density and store distribution.

- In urban and suburban areas, ALDI's dense footprint often puts most customers within a 5–7 mile radius—typical grocery trade areas—resulting in convenience trips as short as 5–15 minutes.
- In rural communities, ALDI shoppers frequently report driving 20–35 minutes (12–20+ miles), often combining trips with other errands or appointments.
- A significant portion of customers will drive up to 20–30 miles (30–60 minutes one-way) particularly if ALDI is the closest major discount grocer, though regular trips are more common at the lower end of that range.

The company's site selection process targets a convenient trade area with dense population within 3 miles, but rural or loyalty-focused shoppers will routinely travel much farther for ALDI's value groceries.

How does Aldi evaluate local competition when choosing store sites

ALDI evaluates local competition with a disciplined, data-driven method combining mapping analytics, profitability modeling, and market share forecasting to ensure new stores can thrive without cannibalizing sales or engaging in over-saturated competition.



Competitive Distance and Store Spacing

ALDI seeks trade areas that are not overly dominated by other grocery discounters. According to its internal site selection documents, ideal parcels are 4–5 miles from major competitors such as Walmart, Kroger, Costco, or Lidl, ensuring sufficient consumer reach without immediate overlap. Sites are chosen in high-traffic corridors with 20,000+ vehicles per day, allowing visibility even in markets with heavy retail competition.

Quantitative Market and Competitor Analysis

ALDI's real estate and analytics teams use ESRI ArcMap and geographic information systems (GIS) tools to evaluate:

- The number and strength of competitors' stores within the same trade area.
- Customer buying trends and the "pull factor" of nearby retailers, identifying underserved pockets where discount demand is strong.
- Local property costs compared with predicted store-level profitability and investment ROI. These factors feed into an investment hurdle model, prioritizing sites that can achieve stable returns even in competitive markets.

Competitive Strategy Context

ALDI's cost leadership strategy shapes its approach to competition. Rather than avoiding rivals entirely, the company enters markets where competitors are price-focused but burdened by operational complexity. Its smaller footprint and limited SKU model allow lower fixed costs, giving a pricing advantage against conventional chains like Kroger or Publix, and even warehouse formats such as Costco.

Market Entry and Clustering

ALDI often clusters development—building multiple stores within a short period in contiguous markets—to build brand recognition and optimize logistics routes. This regional saturation approach helps it compete efficiently and gain bargaining leverage with local governments and developers while distributing marketing costs.

Qualitative Community Factors

Beyond quantitative competition data, ALDI also reviews consumer loyalty and differentiation opportunities:

- Whether nearby grocers emphasize premium or convenience positioning, leaving a gap for value-oriented shoppers.
- The demographic alignment between local residents' income, household size, and ALDI's value offerings.



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- The potential for conversion or acquisition, as seen in ALDI's takeover of Winn-Dixie and Harveys stores, enabling immediate competitive entry with built-in customer bases.

In sum, ALDI evaluates competition by balancing data analytics (GIS, demographics, profitability) with strategic brand differentiation and operational efficiency. It does not avoid competitive areas—but selects sites where consumer demand, cost structures, and real estate economics collectively give it a sustainable edge.

Firm	Specialization	Key Strengths
Site Selection Group	Retail location strategy for grocery, convenience, and retail chains	Uses advanced analytics, labor and tax incentive modeling, and market-entry planning
SiteSeer (ROIC Analytics)	Grocery store site studies and network optimization	Decades of grocery research experience, on-the-ground trade area surveys, and gravity-model forecasting
MMCG Grocery Site Selection	Focused exclusively on grocery businesses	Performs full feasibility studies including demand analysis, supplier proximity, and risk assessment
Baker Tilly Site Selection & Location Strategy	Broader retail and food logistics site planning	Integrates supply chain costs, incentives, and infrastructure data for strategic expansion decisions
Maptive	Site selection mapping and geospatial insight provider	Offers mapping tools for analyzing demographics, traffic, and competition for retail expansion
Accruent – LX Markets & Sites	Cloud platform for retail real estate and site planning	Provides predictive modeling, GIS-driven analytics, and portfolio optimization capabilities



Firm	Specialization	Key Strengths	
Placer.ai	Retail traffic and consumer mobility analysis	Delivers real-time foot traffic, trade area, and demographic modeling for pinpoint retail placement	

Typical Evaluation Factors

Most of these firms evaluate potential grocery sites using:

- Demographic alignment (income, household size, lifestyle data)
- Traffic volume and accessibility
- Competitive landscape and trade area saturation
- Zoning and real estate availability
- Supply chain proximity and logistics efficiency

These firms serve both regional grocers and major chains like Aldi, Publix, Sprouts, and Whole Foods, providing insight into community demand and profitability projections before store rollout.

website for site selection group



The average annual revenue per Aldi store in the United States is estimated to be between \$12 million and \$14 million in 2025.

- Industry sources, including Matthews and Morning Brew, report Aldi stores generate \$12M–\$14M per location annually in the U.S.—a strong number given Aldi's smaller store footprint (about 20,000 sq. ft.) compared to traditional supermarkets.
- Aldi has over 2,600 stores in the U.S., and its total USA retail sales are estimated around \$54 billion in 2024, which aligns with this per-store average when divided across locations.

Summary:

You can expect an Aldi location to average about \$12 million to \$14 million in annual revenue—making the chain a major retail performer on a per-square-foot basis among U.S. grocers.

Talent Requirements

ALDI looks for a blend of essential skills, a strong work ethic, and culture fit in store employees, from associates to management. Here are the key talent requirements and expectations:

General Requirements for Store Employees

- Minimum Age: 18 years old.
- Education: High school diploma or GED preferred, but not always required for entry-level roles.
- Work Experience: Previous retail or customer service experience is helpful but not mandatory. Management and lead roles expect prior supervisory or retail experience.

Core Skills and Qualities

- Customer-Service Orientation: Ability to assist customers, answer questions, and provide a friendly experience throughout the store.
- Teamwork: Willingness to collaborate with coworkers and managers, support team goals, and work in a fast-paced, changing environment.
- Attention to Detail: Accurately process transactions, stock merchandise, keep the store organized and follow inventory/safety procedures.
- Reliability and Flexibility: Consistent attendance, punctuality, and the ability to work assigned shifts (including early mornings, evenings, weekends, and holidays as required).

Physical and Professional Requirements

- Physical Stamina: Ability to lift up to 45 pounds, stand, bend, and move for extended periods of time.

CONVERGENCE

- Communication: Strong verbal skills for interacting with customers and team members.
- Professional Appearance: Comply with the company's simple dress code—company-branded shirt, dark pants or jeans (no rips), closed-toe and slip-resistant shoes, and name tag.

Hiring Process and Onboarding

- Application and pre-employment screening, which may include background checks and, depending on role, drug testing and reference verification.
- 2–3 interviews (in-person, phone, or video-based) for store, supervisory, and management roles.
- Completion of onboarding, paperwork, and online training after offer acceptance.

Leadership and Advancement

For roles like Lead Store Associate, Assistant Store Manager, and Store Manager, ALDI seeks:

- Demonstrated leadership ability, people management, and experience with inventory/order management.
- Desire for advancement and strong results orientation.

Summary:

ALDI's ideal employees are reliable, hardworking, collaborative, customer-focused, and detail-oriented, with the flexibility to adapt to varied shift demands and store needs. For management, leadership and operational skills are prioritized along with team-building ability. Minimum education and age requirements, coupled with a straightforward dress and conduct policy, round out Aldi's approachable but high-performance staffing model.

Based on what you know about Aldi, what sites in Charles County Maryland would be a potential good fit for a new Aldi store?

ALDI's preferred sites must meet specific requirements, and there are several potential locations in Charles County, Maryland that could fit their model based on recent development activity and commercial land availability.

ALDI's Site Requirements

- ±22,000 sq. ft. building with at least 95 dedicated parking spaces.
- 2.5-acre pad for purchase and development, with options for end-cap or inline space featuring at least 103 ft. of frontage.
- Signalized, full-access intersection preferred.
- Located in community or regional shopping districts with strong access.
- Dense population within 3 miles and daily traffic of 20,000+ vehicles.



- Must be zoned for grocery use.

Charles County, MD: Potential Fit and Opportunities

1. Waldorf Area

- The Shops at Fairway Village (St. Charles Parkway and Billingsley Road)
 - Mixed-use development with high retail traffic, over 50,000 nearby residents, and 40,000+ daily vehicle count—a prime ALDI demographic fit.
 - Co-anchors include Weis Markets; strong population and income profile.
- Waldorf Center: Mixed-use with development-ready, shovel-ready retail pads, up to 20,000 sq. ft. and larger.
- Waldorf Station: 144-acre mixed-use development, retail pads planned.

2. Charlotte Hall (North Charles County)

- Potential ALDI at Golden Beach Development: 20,599 sq. ft. space proposed for ALDI, paired with Chick-fil-A and other retail, near Route 5—meets building size, traffic, and commercial corridor needs.

3. Bryans Road/Indian Head Area

- Bryans Road Planning Area: Targeted for new economic growth; mixed-use and retail expansion planned. Close proximity to highways, new housing, and under-served retail.

4. Portfolio of Commercial Sites

- Charles County has ongoing listings for commercial parcels and outparcels large enough for grocery use. Key zones include Middle Business Park and intersections near commuter corridors in Waldorf, White Plains, and La Plata.

Who to Contact

- The Charles County Department of Economic Development can offer updated inventories and introductions to listing brokers:
 - Mark Thompson, Chief of Commercial Development
 - Email: ThompsonM@MeetCharlesCounty.com
 - Phone: 240-448-2616

Summary:

Well-positioned retail pads in Waldorf (Fairway Village, Waldorf Center, Waldorf Station) and the Charlotte Hall corridor offer the right combination of size, traffic, access, and demographics to be strong ALDI candidates. Charles County's current commercial land inventory can accommodate ALDI's growth-focused criteria with multiple options for review and direct outreach to county officials.



To submit a leasing proposal to ALDI for a location in Illinois, follow these key steps based on the company's official site selection process:

1. Gather Required Submission Documents

Prepare the following materials:

- Site plan
- Property boundary information
- City map with property clearly marked
- Your contact information
- Aerial photography (if available)
- Any additional marketing or due diligence materials you have.

2. Confirm ALDI's Site Criteria

Ensure your property meets ALDI's core requirements:

- Approximately 22,000 sq. ft. building with 95+ parking spaces
- 2.5-acre pad for purchase or adequate end-cap/inline space with at least 103' frontage
- Location in a shopping district with a dense trade area (strong population within 3 miles)
- Signalized, full-access intersection preferred
- Zoned for grocery use and with 20,000+ daily traffic count.

3. Find the Regional Contact

For Illinois, ALDI's Midwest Division office, led by the Group Director of Real Estate (Steve Bowman), is responsible for real estate proposals.

4. Submission Process

- Email or mail your package to the designated real estate contact for Illinois. The official real estate contact directory and address for the Batavia Division (handling most of Illinois) can be found at [ALDI Corporate Real Estate Contacts](#).
- For Batavia Division:
 - 1200 N Kirk Rd, Batavia, IL 60510
 - Phone: (630) 879-8100

5. Confirmation

You may follow up with a call or email to ensure receipt and to request status or feedback on your submission.

Summary:

Prepare a detailed site/marketing package that matches ALDI's requirements, then send it to ALDI's regional real estate team in Batavia, Illinois, as listed on their official corporate real estate site. This will initiate their review and potential contact for next steps.



Email subject line recommendations

A clear and effective subject line for submitting a leasing proposal to ALDI in Illinois should be concise, specific, and highlight the property location. Here are strong options:

- Leasing Proposal: [Property Address/Area], Illinois – Potential ALDI Site
- Site Submission for ALDI Consideration – [City/Property Name], IL
- Proposed Retail Site for ALDI – [Address or Intersection], Illinois

These subject lines immediately communicate the purpose (leasing proposal), the target recipient (ALDI), and the site location, increasing the chance your email will be opened and routed to the right decision-maker.

ALDI Site Submission Package Format

1. Cover Letter

- Briefly introduce the property and key selling points (location, access, demographics).
- Include your contact details.

2. Property Information & Site Plan

- Detailed site plan showing property boundaries and layout.
- Mark any available pad sites and potential building footprints.
- Indicate access points and traffic circulation.

3. Location Maps

- City or area map with the property clearly marked.
- Show proximity to major roads, intersections, retail corridors, and population centers.

4. Property Details

- Parcel size and zoning information.
- Address and lot/block numbers.
- Frontage measurement (minimum 103', end-cap or inline options).
- 2.5-acre pad for development or ±22,000 sq. ft. building size.

5. Demographics and Trade Area Analysis

- Population density within 3 miles (ideally 25,000–35,000+).
- Daily traffic counts for adjacent roads (20,000+ vehicles per day).
- Local household income levels.
- Summary of surrounding shopping districts and retail neighbors.

6. Access and Visibility

- Evidence of a signalized, full-access intersection.
- Describe vehicular access, parking availability (at least 95 dedicated spaces).

7. Aerial Photography (if available)



- Annotated aerial view or satellite image of the site and surrounding area.

8. Marketing and Due Diligence Materials

- Brochure, flyers, or web links for property marketing.
- Details about ownership, any incentive programs, or readiness for development.

9. Your Contact Information

- Clearly list the name, phone number, email address, and brokerage or ownership info for the submission.

Submission Method:

- Email or mail your package to the relevant ALDI real estate contact for your region (Illinois: Batavia Division or Midwest Real Estate Group).
- Use a clear subject line, such as:
“Leasing Proposal: [Property Address/City], Illinois – Potential ALDI Site”

ALDI's official real estate page provides further details and sample documents for reference.

Rural IL Footprint

Yes, ALDI operates stores in rural communities across Illinois, not just in urban or suburban areas. While ALDI began and maintains a major presence in metropolitan regions like Chicago, its network includes many locations in less densely populated and regional trade centers throughout the state.

For example:

- Galesburg, IL (rural west-central Illinois): ALDI store at 2660 North Seminary Street serves a smaller regional population, offering full grocery services including curbside pickup and delivery.
- Canton, IL: ALDI at 20 North 5th Avenue, located in a county seat with a rural trade area.
- Kewanee, IL: ALDI at 805 Tenney Street, serves local and surrounding rural community shoppers.
- Moline, IL & Silvis, IL: While these are in small metro areas, the stores draw heavily from their rural surroundings.

Illinois hosts over 210 ALDI stores statewide, including many outside the major city regions, indicating a strong rural and small-town footprint alongside urban coverage. ALDI strategically locates stores to reach value-oriented shoppers, regardless of whether they are in rural, suburban, or urban environments.



FAQ

How did you pull this together?

Research Time: 30 minutes

Tools Used: Comet Browser with AI Pro model – you can try the AI model free for 1 month by using [this link](#).

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