

SHOPPING for LOVE

Are Americans
finding love in
the grocery
store?

FINDING LOVE OFFLINE

32%

of adults have gone on a date with someone they met at a grocery store, or know somebody who has

Nearly
half

of adults have flirted with somebody they met at the grocery store (46%)

The grocery store (32%) rivals bars (31%) as a good place to find somebody date-worthy

MISSED CONNECTION?

With 4-5 aisles in each ALDI store, it's easy to find groceries and potential dates

GETTING FRESH

The best places to meet someone in the grocery store:

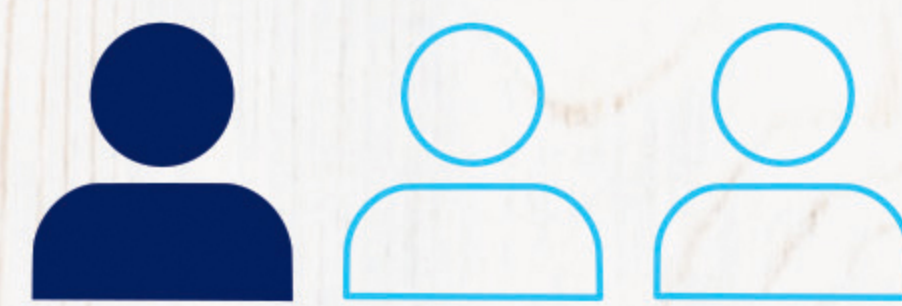
1. Wine/Beverage Section
2. Produce Section
3. Checkout Line
4. Grab-And-Go Section

Impress a date with award-winning wines from ALDI that only taste expensive



Like this Intermingle Red Blend for \$6.99

SHOPPING AROUND



One in three (34%) millennials think the grocery store is a good place to meet someone first-date-worthy

THE PERFECT PICKUP

Top grocery store pickup lines:

"Help me..."

"...find a particular food item in the store"

38%

"...reach something on the top shelf"

33%



Shop differentli.