



**ALDI STORES LIMITED**

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(Buying)

Real Bread Campaign  
C/o Sustain  
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22 February 2024

By Email to [realbread@sustainweb.org](mailto:realbread@sustainweb.org) and by Post

**RE: REAL BREAD WEEK 2024**

Dear Real Bread Campaign

We write with reference to your Facebook post dated Monday 19 February 2024, in which you refer to pages 2 and 3 of our Thursday 22 February 2024 – Sunday 25 February 2024 Specialbuys leaflet.

First and foremost, we would like to apologise for our use of "Real Bread Week" without making clear that the week is run by Real Bread Campaign. We understood Real Bread Week to be an internationally celebrated event and were not aware of the Real Bread Campaign's pivotal role in its foundation.

We note your comment in the Facebook Post that we have used "Real Bread Week" to advertise "olives, humous, cooked chicken, cheese etc." The intention of our headline "loaf-ly *bread recipes*" and sub-headline "spend less dough this Real Bread Week ... *with our quick and simple recipes*, perfect for sharing!" was for the use of "Real Bread Week" to advertise our bread recipes only and for the additional food products to be considered as a serving suggestion (as noted in the small print). We believed this was reinforced by the prominent features of the Advert being the green devices detailing the bread recipes and the QR code, linking customers to the bread recipes.

Nevertheless, we confirm that the reference to "Real Bread Week" has been removed from the online version of the leaflet. If in the future any reference is made to Real Bread Week, we will be more mindful of the products and recipes it is used in relation to and make clear that Real Bread Week is run by the Real Bread Campaign charity.

Yours faithfully

A handwritten signature in black ink, appearing to read "Jemma Townsend".

Jemma Townsend  
Marketing Director