

# Thank Aldi it's Christmas

Submitted by: Aldi UK

Thursday, 14 June 2012

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Every year, the nation looks forward to a long holiday, the party feeling, afternoons of TV classics and, of course, a feast with all the trimmings – and this Christmas will be no different!

Each yuletide, Aldi unveils a range to help families make the most of Christmas without having to break the bank. To kick off this year's celebrations in style, Aldi is inviting you to come and experience the quality range of food and drink on sale for Christmas 2012. This year will offer shoppers brand new items for 2012 including luxury for less with the Specially Selected range and exciting new signature products to add some sparkle to proceedings.

Christmas is about more than just one day – and our exciting new range of Christmas goodies, from cupboard staples like cranberry sauce to fresh British meats, desserts and snacks, will help to keep the whole family in the 2012 party spirit.

We hope you can join us at Kettner's to enjoy the taste of Christmas, sample our new products for yourself, and enjoy a tippie with our beers, wines and spirits tasting.

Where: Salle De Fete, Kettner's Restaurant, 29 Romilly Street, London, W1D 5HP

When: Wednesday 27th June 2012

Drop in anytime from 9am to 3pm

RSVP: To RSVP or for more information, e-mail [aldistores@webershandwick.com](mailto:aldistores@webershandwick.com) or call 0161 238 9427

Meet the experts:

This year we'll have top name experts available for you to talk to. TV chef Phil Vickery will be on hand to talk about the quality products on sale and his top tips for festive food. Jasmine Birtles of Money Magpie will be sharing her ideas on making the pounds work harder this year, helping shoppers to ensure that they can celebrate for longer without having to worry about the cost.

To book an interview with our experts, get in touch with the Aldi Press Office team, who will be arranging slots throughout the day.