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## A toast to Australia's best-value liquor retailer...ALDI!

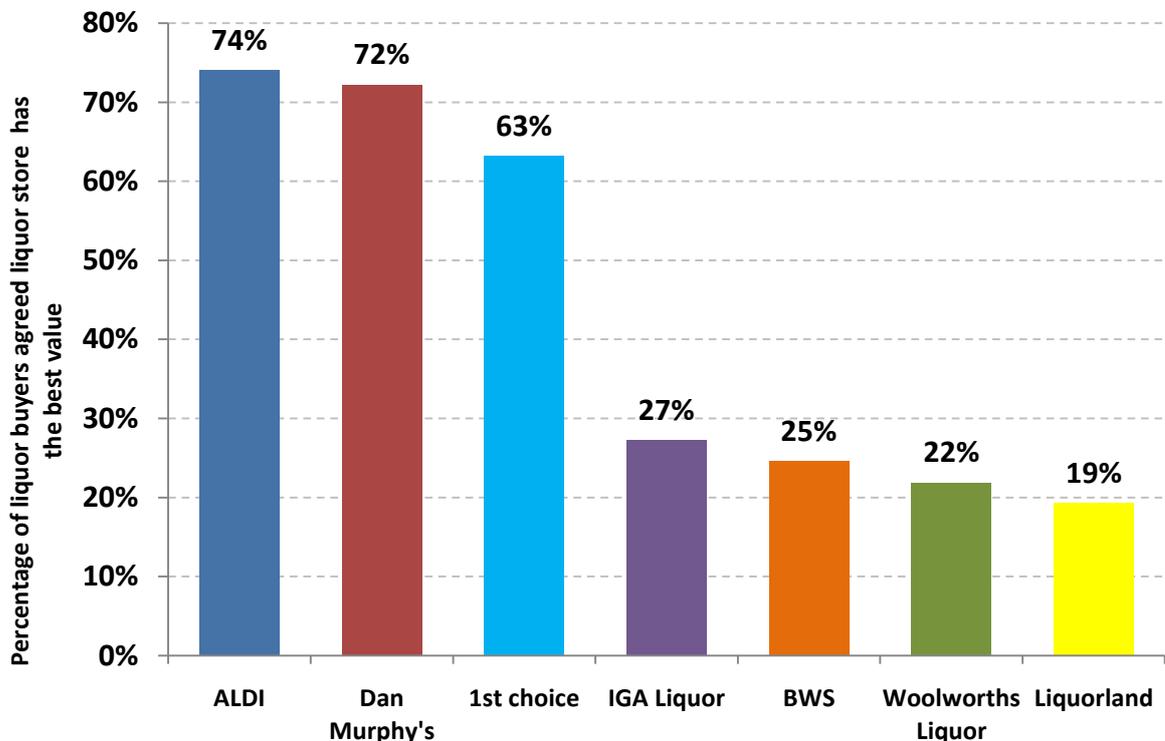
It's a rare consumer who doesn't like getting bang for their buck. Why pay top dollar for something when you can pay less for it elsewhere? Good old-fashioned value for money never goes out of style, and alcohol is no exception. True, ALDI may not be the biggest alcohol retailer in Australia, but its customers are more likely than those of other liquor outlets to believe it offers the best value.

Almost three quarters of people who usually buy their booze from ALDI agreed that ALDI 'has the best value', a slightly higher proportion than those who usually shop at Dan Murphy's (72%) and well ahead of First Choice Liquor (63%) in third place.

The gap between these top three 'best-value' retailers and their closest rivals is striking. In fourth place, IGA Liquor is considered to have 'best value' by 27% of its customers; while just 25% of people who usually buy their liquor at BWS associate them with best value.

Meanwhile, an even lower proportion of Woolworths Liquor and Coles-owned Liquorland customers felt these retailers were best for value.

### Which liquor store 'has the best value'?



**Source:** Roy Morgan Single Source (Australia), January 2013 – December 2013, n=8,460. **Base:** Australians 18+ who specified the store from which they usually purchase alcohol

**Warren Reid - Group Account Director, Roy Morgan Research, says:**

*“Large-format liquor stores Dan Murphy’s and First Choice are both extremely competitive on price, with large advertising budgets, particularly for print media and catalogues promoting bulk discounted alcohol. Despite also investing heavily in catalogues, Liquorland and Woolworths Liquor stores don’t discount to the same extent, and consequently, their customers don’t associate them as closely with value for money. Generally located next to their respective supermarkets, Liquorland and Woolworths Liquor are all about convenience.*

*“ALDI’s association with value is not new, with customers who mainly shop there consistently ranking it as better value than customers of other supermarkets. Unlike most major supermarkets, which are adjacent to a related bottle shop, ALDI’s alcohol range is in the supermarket itself, making booze-shopping even quicker and easier for its customers.*

*“With most liquor retailers (including ALDI) now selling online, it will be interesting to monitor any changes in customer attitudes, and whether ALDI’s relatively recent online presence affects its reputation as ‘best value’. What is already certain, though, is that both Coles and Woolworths are facing some fierce competition from ALDI.”*

**Roy Morgan Research measures all retail product categories bought, average spend, and stores bought from, as well as satisfaction and imagery of stores within the Roy Morgan Single Source survey. For additional information or comments, please contact:**

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**Related research findings**

View our extensive range of [Liquor retail store profiles](#), including [Liquorland](#), [Woolworths Liquor](#), [ALDI](#), [First Choice](#) and [Dan Murphy’s](#), as well as [Liquor retailing currency report](#) and more. These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be

95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3

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