

**ALDI Inc.**

Aiming to enter the Florida market by a critical deadline, this rapidly growing value-oriented supermarket chain went shopping for a provider that could deliver the right kind of facility at the right location — for just the right length of time.

### **The Challenge**

ALDI Inc., one of the world's largest grocery chains, was in the midst of an aggressive U.S. expansion strategy. It needed a Central Florida distribution center that could be fully operational by summer 2008 to serve the needs of more than two dozen new retail stores scheduled to open in the area.

### **Our Approach**

Unable to pursue in this case its typical expansion strategy of self-developing and owning its facilities — at the time, the 65-acre site upon which ALDI planned to build was undergoing a three-year approval process — the international retailer worked with First Industrial to create an interim solution that could meet the company's exacting criteria and ensure a successful Florida launch.

First, ALDI took advantage of First Industrial's land holdings to secure a prime parcel in Haines City, Fla., across the street from its future DC site — assuring a smooth transition in three years to its permanent facility. Next, First Industrial built a 200,000 s.f. cross-docked facility that could deliver the kind of efficiency and rigorous cost controls that keep ALDI's prices among the industry's lowest.

### **The Outcome**

By working with a flexible industrial developer that offered ready-to-go land and a willingness to execute a short-term lease, ALDI satisfied its immediate real estate needs in a key new market without breaking stride on an ambitious plan that aims to bulk up the chain's presence from its current 27 U.S. states to 50.

#### **Development**

Acquisition  
Multi-Market  
Sale Leaseback



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