

Aldi opens warehouse

A NEW \$140 million Aldi warehouse in Dandenong South will continue to boost the city's commercial sector for years to come, the company's managing director said.

The 56,000-square-metre warehouse and office centre, which opened last Wednesday, has created more than 140 new jobs.

Aldi Dandenong region managing director Damien Scheidel said Aldi had plans to increase its presence in Victoria, creating more jobs at the Colemans Road distribution centre, one of only two Aldi warehouses in the state.

"It is one of the largest Aldi facilities in the world and it will service 38 Aldi stores by the end of this year," he said.

"At capacity the warehouse will support between 100 and 120 Aldi stores."

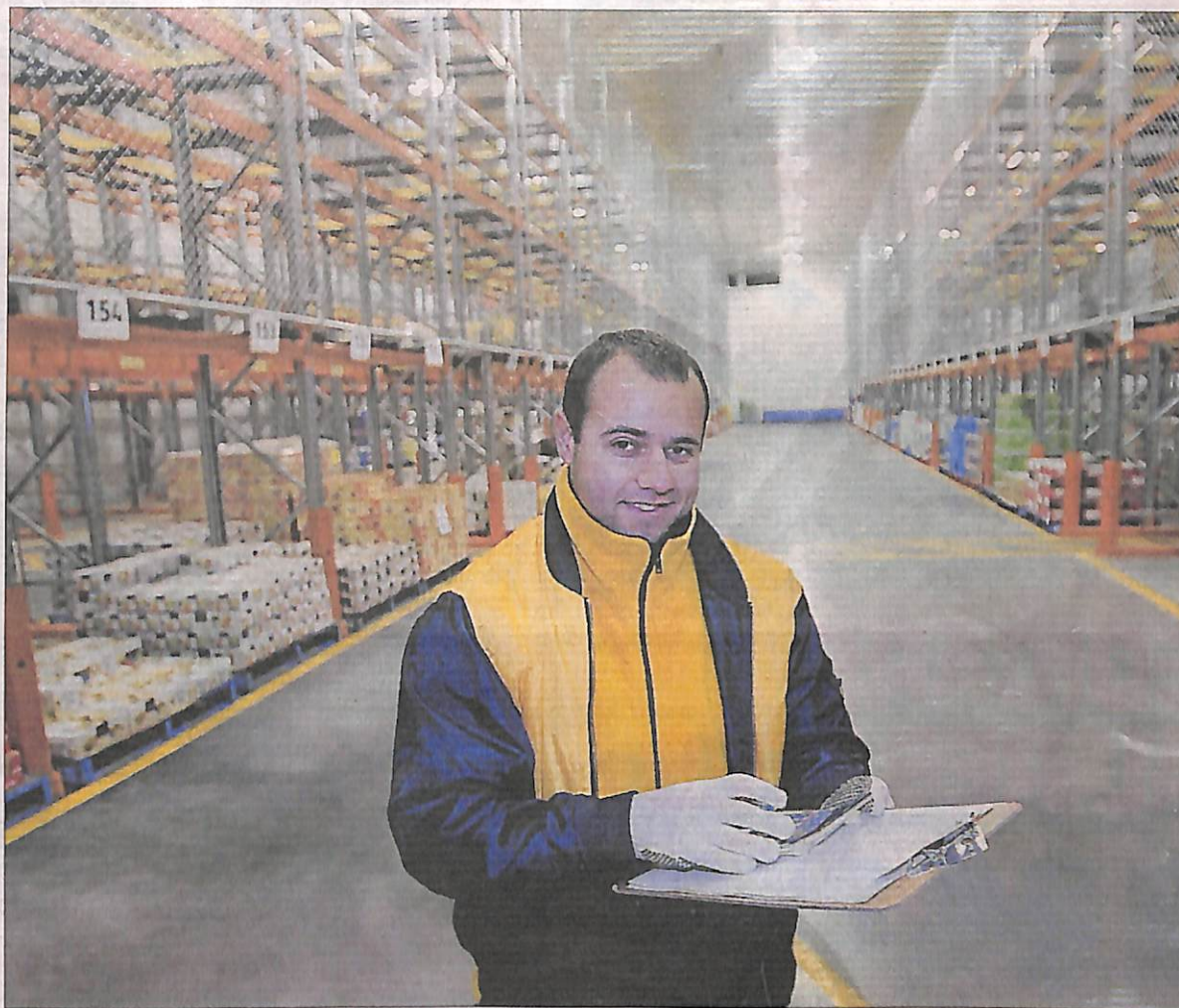
Mr Scheidel said more Aldi stores were planned in Greater Dandenong but he would not disclose the locations.

He said Dandenong South was an ideal location because of easy access to transport and major road networks.

About 1500 pallets are transported to and from the warehouse every day.

Greater Dandenong Council mayor Jim Memeti said the warehouse was a major boon for employment. "We'll see more and more of warehouses and factories coming to Dandenong because of its location."

Kirsten Leiminger



Jobs boost: Abdullah Guner works in the coolroom at the new Aldi warehouse in Colemans Road.

Picture: Ted Kloszynski

JOURNAL, Mon., Aug. 2, 2010

2010
Aug 2nd
Aldi Opens Warehouse - Dandenong South

Aldi

Aldi corners market

LEADER
23rd Oct
2006

Melinda Marshall

WHAT YOU SAY

DISCOUNT supermarket Aldi opened at the Dandenong Market last week amid concerns it was trying to undercut market traders with dirt-cheap fresh food available seven days a week.

Greater Dandenong Council granted Aldi a 15-year lease with assurances to community objectors that the chain mainly sold dry goods.

Mayor Peter Brown said he had always known that Aldi sold some fresh food and he was sure the shop's one-off specials would not detract from the market.

"They're not a greengrocer by any means," he said.

"I'm quite confident that the Aldi will complement the market."

But heavy promotion of rock-bottom fruit and vegetable specials in the supermarket's first week raised some eyebrows.

"It wasn't in the spirit of the way the council officers sold it to the councillors, that it was effectively a dry goods store," Residents and Ratepayers Association president Jim Houlihan said.

The association unsuccessfully challenged the Aldi deal at the Victorian Civil and Administrative Tribunal last year.

Aldi could afford low prices because of its favourable deal, Mr Houlihan said.

With floor space rent at 64 cents per sqm a day, Aldi paid 75 per cent less than the typical stallholder's charge of \$2.31, he said.

Some market traders said management had led them to believe Aldi would not sell fresh food.

Margot, 80, Dandenong North:

I never thought there would be so many people. I usually come to the market once a week, so I might come (to Aldi) too.

Maxine Quirk, 34, Cockatoo:

I come to the market once a fortnight. I'm not a fan of Aldi. People like it because it's cheap, but I don't think that the quality is very high.

Domenic Luppino, 35, market trader:

I think it will be good for the market. I think it will bring more people to the area. People can do their grocery shopping and fruit shopping at the same time. A lot of people don't agree, but I think it's going to be good.

but others said they had assumed it would sell some.

"We're obviously going to lose some business because they'll be trading when we're not," said Domenic Pompei, whose family has sold fruit and vegetables at the market since 1962.

"Their ad was just fruit and veg. That's their main drawcard. It's just not right," Mr Pompei said.

But Aldi managing director Tom Daunt said the company would not "muscle out the traders". Fruit and vegetables made up just 45 of 800 product lines, he said.

Aldi operated at Croydon and Preston markets with mutual benefit for both Aldi and the markets, Mr Daunt said.

Market trader Domenic Luppino agreed.

ALDI	
THE COST	
	\$
1 DOZEN EGGS	1.99
WHITE BREAD	0.99
2LT FULL CREAM MILK	2.09
3 SUBTOTAL	5.07

SAFEWAY	
THE COST	
	\$
1 DOZEN EGGS	3.95
WHITE BREAD	1.98
2LT FULL CREAM MILK	2.54
3 SUBTOTAL	8.47

coles	
THE COST	
	\$
1 DOZEN EGGS	2.19
WHITE BREAD	0.99
2LT FULL CREAM MILK	2.54
3 SUBTOTAL	5.72

ALDI	
THE COST	
	\$
1.5KG VALENCIA ORANGES	0.69
1KG PINK LADY APPLES	0.99
1KG TRUSS TOMATOES	1.99
1 WATERMELON	0.49
1 LETTUCE	0.49
10 KIWI FRUIT	1.49
4KG BRUSHED POTATOES	1.99
7 SUBTOTAL	8.13

MARKET	
THE COST	
	\$
1.5KG NAVAL ORANGES	2.25
1KG PINK LADY APPLES	2.49
1KG TRUSS TOMATOES	4.99
1 WATERMELON	1.99
1 LETTUCE	1.00
10 KIWI FRUIT	5.00
4KG BRUSHED POTATOES	6.00
7 SUBTOTAL	23.72



Artwork: JOSIE KILGOUR

27th October 2006 J.

Large turnout as supermarket opens

A HUGE crowd witnessed the opening of Aldi supermarket at the Dandenong Market last Thursday.

Queues snaked around to King Street. Among them was Greater Dandenong councillor John Kelly who said the opening was an "outstanding success".

"It was bedlam inside. This is a great thing for Dandenong and a good thing for stallholders at the market." One of the big positives was that the store, on the corner of Cleeland and Clow streets, attracted people from outside the city.

"People have come from places across the south-east. I've spoken to people from Doveton and Fountain Gate. It's good to see them shopping in Dandenong."



Doors opened:: A huge crowd waits for the doors to open at the Aldi supermarket at Dandenong Market.

Picture: Ted Kloszynski