Aldi donated thousands of meals this Christmas time

Aldi spread the festive cheer in Edinburgh and the Lothians as the supermarket donated 15,840 meals to 10 charities on Christmas Eve.

Aldi has many stores in the area and paired 10 of them with local charities and food banks to make the most of quality unsold fresh food after stores closed on Christmas Eve.

Aldi Christmas Food Donations. 24 December 2018. Photo by Simon Hadley.
Around 798,744 meals were donated across the country, including 95,040 from Aldi's stores in Scotland. More than 500 UK charities benefitted from the initiative.

Fritz Walleczek, Managing Director of Corporate Responsibility at Aldi, said: "By donating fresh food such as bread, fruit and vegetables and meat we've been able to support charities

in providing warm and healthy festive meals this Christmas season.

"The feedback has been overwhelming and we're delighted that we've been able to go above and beyond with our donations this year, and reach so many people in and across Edinburgh and the Lothians."

This initiative is an extension of Aldi's existing food donations partnerships.

The supermarket works directly with FareShare and Company Shop throughout the year and has also pledged to reduce operational food waste by 50% by 2030 as part of the Friends of Champions 12.3 network.