Week of November 23, 2026

The SUNFRESH Series

116 23rd Street, Pittsburgh, PA 15222
Phone: 412-391-7532
Fax: 412-391-7995
www.sunfreshfoodservice.com

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20 lb. Zucchini $18.75	25 lb. Jumbo Red Onions $18.75
	

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https://tinyurl.com/sunfreshreview

The SUNFRESH Series

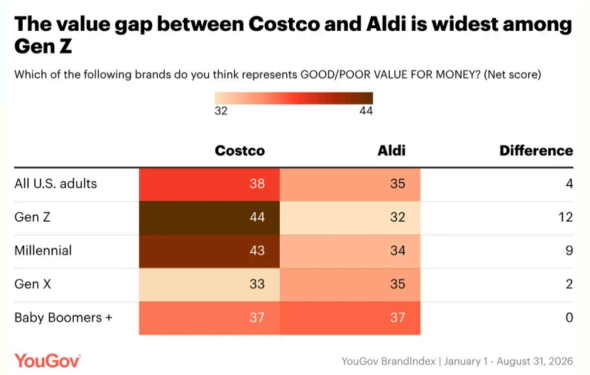
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Pittsburgh Weather Forecast *Courtesy of Weather Underground*

Sun 11/22	Mon 11/23	Tue 11/24	Wed 11/25	Thu 11/26	Fri 11/27	Sat 11/28	Sun 11/29
64° | 49°F	51° | 34°F	43° | 30°F	47° | 38°F	47° | 36°F	46° | 34°F	51° | 38°F	49° | 37°F
Cloudy	AM Clouds/PM..	Partly Cloudy	Mostly Cloudy	Mostly Cloudy	Mostly Cloudy	Mostly Cloudy	AM Showers

Produce News & Updates

Article Courtesy of: The Packer



Costco vs. Aldi: Who Wins on Value?

Data from a new YouGov study underscores a key takeaway for retail strategists: Brand perception among younger generations is highly dynamic

In the battle for America's grocery shoppers, budget-conscious consumers are constantly weighing bulk savings against discount simplicity. A 2026 study from YouGov BrandIndex examined value-for-money perceptions between warehouse giant Costco and discount supermarket chain Aldi, revealing a shifting competitive landscape — especially among younger shoppers. Across all U.S. adults, Costco maintains a modest overall lead in net value perception with a score of 38, closely followed by Aldi at 35. However, consumer attitudes vary significantly when broken down across generational lines: **Gen Z** — Costco holds a notable advantage with an average year-to-date net value score of 44 compared to Aldi's 32 (a 12-point gap). **Millennials** — Costco leads 43 to 34 (a 9-point gap). **Gen X** — Aldi pulls ahead slightly with a 35 to 33 score over Costco. **Baby boomers** — The two retailers are deadlocked in a tie at 37.

While Costco's overall dominance among younger demographics looks strong on paper, a deeper analysis throughout 2026 shows that its advantage over Gen Z has become far more volatile. Gen Z shoppers represent a vital growth segment for both retailers, accounting for 18% of Costco's active customer base and 13% of Aldi's.

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