



Gie it Y'ALDI. Register today for our first 'Hope Insurance'

It's the hope that gets you, and this World Cup, Aldi Scotland is helping fans ride every high and low of the Tartan Army's journey.

Introducing 'Hope Insurance', the nation's first-ever "policy" designed to support Scotland fans through the emotional rollercoaster of the tournament.

Whether it's the nerves before kick-off, the agony of a goal conceded, or the thrill of a must-win match, Hope Insurance is here to give something back when things don't go Scotland's way, and keep the optimism alive when they do.

What is Hope Insurance?

Hope Insurance is a free-to-enter prize draw giving fans the chance to win rewards as Scotland's World Cup story unfolds.

To enter, people need to send an email to scottishcompetition@aldi.co.uk and share their optimism for Scotland's World Cup campaign.

Aldi will pay out prizes based on the following moments:

- **For each goal conceded** by the Scotland Men's National Football Team during the group stages of the World Cup 2026, 1 x entrant will receive a £20 Aldi voucher.
- **For each game lost** by the Scotland Men's National Football Team during the group stages of the World Cup 2026, 1 x entrant will receive a £50 Aldi voucher.
- **If Scotland's Men's National Football Team do not** progress out of the group stages of the World Cup 2026, 1 x entrant will receive a £200 Aldi voucher.
- **If Scotland's Men's National Football Team does progress** out of the group stages of the World Cup 2026, 1 x entrant will receive a £200 Aldi voucher to host a celebration party.

Good luck and Gie it Y'ALDI.

Aldi is the biggest supporter of Scottish food and drink and the nation's leading supermarket for locally sourced products. The launch of Hope Insurance celebrates our position as one of Scotland's most trusted supermarkets for Scottish goods, supporting millions of customers during what is expected to be one of the country's biggest cultural sporting moments in generations.

Terms and Conditions

- All applicants must be 18 years old or over and must live in Scotland.
- Applicants can enter by emailing details of their optimism for Scotland's Men's National Football Team during the group stages of the World Cup 2026. A maximum 200 word statement should be sent to scottishcompetition@aldi.co.uk
- Applicants can start entering from 2 June 2026. The deadline for entries is 4pm on Friday 12 June 2026.



- The judges' decision is final.
- No purchase necessary to apply.
- The prizes are non-transferable, non-refundable and can be changed by Aldi at any time.
- Aldi employees are not permitted to enter and are not valid to win.
- All prizes will be confirmed by 4pm on 30 June 2026.
- Prizes will be paid out based on results of the competition:
 - **For each goal conceded** by the Scotland Men's National Football Team during the group stages of the World Cup 2026, 1 x entrant will receive a £20 Aldi voucher.
 - **For each game lost** by the Scotland Men's National Football Team during the group stages of the World Cup 2026, 1 x entrant will receive a £50 Aldi voucher.
 - **If Scotland's Men's National Football Team do not** progress out of the group stages of the World Cup 2026, 1 x entrant will receive a £200 Aldi voucher.
 - **If Scotland's Men's National Football Team does progress** out of the group stages of the World Cup 2026, 1 x entrant will receive a £200 Aldi voucher to host a celebration party.
- The total prize value which will be paid out is £700 for the full draw.