



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Southeastern Grocers Bags 25 Awards for Private Label Products

Grocer's private label products excel in innovation, flavor and variety according to Store Brands Editors' Picks

JACKSONVILLE, Fla. (Aug. 20, 2021) – Southeastern Grocers Inc. (SEG), parent company and home of Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is proud to announce 25 of its private label products won awards from Store Brands Editors' Picks for excellence in innovation, flavor and variety.

The grocer's Naturally Better line of products received gold medals for its organic baby food purees, as well as its sustainably sourced paper straws and compostable bowls. SEG's Prestige line of ice creams and frozen desserts also received the highest marks for its premium quality and unique flavors, including cinnamon caramel churro, "Brew Can Do it" caramel espresso and vanilla orange honey. Additionally, SEG received 14 awards for various baking goods, meats, breads and frozen treats.

Gayle Shields, Vice President of Pharmacy and Own Brands for Southeastern Grocers, said, "At Southeastern Grocers, we are passionate about creating products for our private label that deliver the best possible experience for our customers. Our family of SE Grocers products undergo intense testing during development to ensure we are providing exceptional products with the quality our customers deserve at the price they expect. We are thrilled 25 of our products were picked by the Store Brands editors, and we look forward to developing more award-winning products as we continue to offer our customers even more unique selections."

The Store Brands Editors' Picks program strives to honor the best new product concepts made available as private brands and is open to all private label manufacturers and retailers. The program, led by Store Brands magazine, reviewed more than 1,000 product entries for the 2021 Editors' Picks and awarded gold, silver and bronze medals for top products in more than 30 categories. This year, SEG excelled at the competition with 25 private label products earning distinctions across multiple categories:

- **Gold: Frozen Desserts** – SE Grocers Prestige Real Premium Peach Ice Cream, SE Grocers Peach Bellini Sherbet, SE Grocers Prestige Cinnamon Caramel Churro Ice Cream, SE Grocers Prestige "Brew Can Do it" Caramel Espresso Premium Ice Cream and SE Grocers Prestige Vanilla Orange Honey Frozen Yogurt
- **Gold: Baby Products** – SE Grocers Naturally Better Organic Banana Blueberry Oatmeal Puree, Pear Peach & Strawberry Puree, Apple & Sweet Potato Puree and Apple Mango Spinach Puree
- **Gold: Household** – SE Grocers Naturally Better Paper Straws and Compostable Bowls
- **Silver: Frozen Foods** – SE Grocers Prestige Roasted Garlic Petite Artisan Loaf
- **Silver: Meat** – SE Grocers Prestige Veal Cutlets and SE Grocers Naturally Better Lamb Loin Chops

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- **Bronze: Cooking & Baking** – SE Grocers Naturally Better Gluten Free All Purpose Flour, SE Grocers Naturally Better Gluten Free Vanilla Cake Mix, SE Grocers Naturally Better Gluten Free Brownie Mix and SE Grocers Naturally Better Gluten Free Chocolate Chip Cookie Mix,
- **Bronze: Frozen Desserts** – SE Grocers Super Kaboom Ice Cream and SE Grocers Unicorn Shimmer Ice Cream
- **Bronze: Meat** – SE Grocers Naturally Better Rotisserie Chicken in multiple varieties including traditional, barbeque, lemon pepper, cajun and mojo.

The lineup of SE Grocers brands offers customers the perfect balance of high-quality products at an affordable price on a variety of everyday staples to unique novelty items. With an array of award-winning products available to purchase at all Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, customers can always expect an excellent experience at an incredible price. Plus, SEG offers a money back guarantee on all private label products – try it, love it or get your money back.

To view the complete list of 2021 Store Brands Editors’ Picks please visit: www.storebrands.com/editors-picks-2021-complete-winners.

About Southeastern Grocers

Southeastern Grocers Inc. (SEG), parent company and home of Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is one of the largest conventional supermarket companies in the U.S. SEG grocery stores, liquor stores and in-store pharmacies serve communities throughout the five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi. Fresco y Más, Harveys Supermarket and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and caring associates and strong commitments to providing the best possible quality and value to customers. For more information, visit www.frescoymas.com, www.harveyssupermarkets.com and www.winndixie.com.

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