



## PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY, BLD. 200 | JACKSONVILLE, FL 32256 | (904) 783-5000

### **FOR IMMEDIATE RELEASE**

**Southeastern Grocers honors monumental 9/11 anniversary by offering 20% discount for first responders**  
*Grocer pays tribute to the 20<sup>th</sup> anniversary with moments of silence and discounts for heroes*

**JACKSONVILLE, Fla. (Sept. 7, 2021)** – Southeastern Grocers Inc. (SEG), parent company and home of Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is honoring the 20<sup>th</sup> anniversary of 9/11 with a special discount for first responders and welcoming local communities to join the grocer in remembrance of the nearly 3,000 people who lost their lives on that tragic day.

In commemoration of the tragedies that occurred 20 years ago, all stores will pay tribute to local community heroes with an exclusive 20% off the total grocery purchase for firefighters, police officers, EMTs, paramedics and emergency dispatchers who shop on Saturday, Sept. 11 with their Fresco y Más, Harveys Supermarket or Winn-Dixie Rewards account.\*

Additionally, all SEG stores will observe four moments of silence the morning of Sept. 11 to correspond with each pivotal minute on that day when the world and so many lives were changed two decades ago. Each store will pause in remembrance beginning at 8:46 a.m., then 9:03 a.m., 9:37 a.m. and 10:03 a.m.

**Anthony Hucker, President and CEO of Southeastern Grocers, said,** “At Southeastern Grocers, we remember this monumental day in history by honoring the courageous heroes that selflessly served our communities on that day that changed our lives forever and by recognizing our heroes who continue to serve on the front lines every day. We acknowledge the brave individuals who stand up when their neighbor is faced with danger, and we hope this act of gratitude will empower our associates, customers and others to spread kindness in honor of the 9/11 heroes and all those we lost 20 years ago. On this solemn day of remembrance, it’s more important now than ever that we stand in unity. We are stronger together.”

SEG is dedicated to supporting its local first-responder agencies and has a long history of giving back to local community heroes. As part of its “pay it forward” initiative last year, SEG picked up the grocery bills for thousands of the pandemic’s heroes who shopped during the grocer’s first responder shopping hour. The frontline workers who shopped at SEG stores throughout the Southeast were surprised with a \$0 grocery total at the register.

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*\*First responders must enroll in the rewards program through the Fresco y Más, Harveys Supermarket or Winn-Dixie app prior to shopping and provide valid identification verifying their credentials to receive the 20% discount. Applicable first responders include EMTs, paramedics, emergency dispatchers, police officers and firefighters. Discount only available on Sept. 11, 2021. Purchase exclusions apply; restricted items include alcohol, tobacco, lottery, postage stamps and gift cards.*

SEG aligns its charitable giving efforts with causes that are important to the communities it serves, including support for military service members and their families, the fight against hunger, relief to those affected by extreme weather and natural disasters and quality educational opportunities for students. Paying tribute to 9/11 by honoring first responders is an opportunity for SEG to acknowledge a significant moment in history while recognizing everyday heroes for their selfless bravery in serving their communities.

**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](http://www.frescoymas.com), [www.harveyssupermarkets.com](http://www.harveyssupermarkets.com) and [www.winndixie.com](http://www.winndixie.com).

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