

## FOR IMMEDIATE RELEASE

### **Southeastern Grocers supports Gulf Coast community with more than \$566,400 in Hurricane Ida Relief Efforts** *Grocer provides aid through American Red Cross, food distributions, associate support and mobile pharmacy*

- Southeastern Grocers Inc. (SEG) supports thousands of Gulf Coast families with donations of essential items including food, water, ice, cleaning supplies and more.
- SEG and the SEG Gives Foundation, in partnership with generous customers, announce a donation of more than \$176,000 to the American Red Cross Disaster Relief Fund for Hurricane Ida relief.
- SEG partners with Feeding America food bank, Second Harvest, to support Southeast Louisiana families with mobile pantry and a \$25,000 donation in support of Hunger Action Month.
- The grocer raises more than \$286,000 for associates impacted by Hurricane Ida, including a \$100,000 company match.

**JACKSONVILLE, Fla. (Sept. 21, 2021)** – In the wake of Hurricane Ida, Southeastern Grocers Inc. (SEG), parent company and home of Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is supporting the Gulf Coast community to help neighbors and associates recover and rebuild. This month, the grocer has held a mobile food pantry to provide much needed food assistance, partnered with local organizations to aid the community and raised funds in support of neighbors and associates who have been severely impacted, donating a total of \$566,420 to date back into the local community to assist with recovery efforts.

**Anthony Hucker, President and CEO of Southeastern Grocers, said,** “The devastating impact of Hurricane Ida has left a lasting imprint on the lives of many of our associates, customers and neighbors. It is truly heartbreaking to watch the communities we care about struggle to move forward from overwhelming destruction. As we strive to pick up the pieces together, Southeastern Grocers is dedicated to supporting the Gulf Coast with the necessary resources to rebuild, recover and remain resilient. We have weathered many storms, and as with others, we are confident that we will once again emerge stronger together.”

To immediately help Gulf Coast neighbors in need, SEG distributed more than 184,656 water bottles and 6,000 bags of ice within days of the storm to provide residents with safe drinking water. The grocer also partnered with Second Harvest Food Bank and the Greater Baton Rouge Food Bank to quickly distribute more than \$54,000 in food, diapers and cleaning supplies to residents in need. Additionally, SEG set-up a Mobile Pharmacy in the parking lot of its Gramercy Winn-Dixie store to help existing Winn-Dixie Pharmacy customers gain access to prescription refills and offer prescription transfers for new customers and over-the-counter medications.

SEG and Winn-Dixie associates partnered with Second Harvest Food Bank on Sept. 18 to host a mobile pantry providing much needed recovery relief and supplemental support by offering shelf staple food items, water, ice and cleaning supplies to 1,000 individuals and families in the River Parishes, one of the most devastated areas impacted in Southeast Louisiana. The grocer also donated \$25,000 to Second Harvest Food Bank in recognition of Hunger Action Month and to help support the drastic increase in food insecurity escalated by COVID-19 and the aftermath of Hurricane Ida.

Since its devastating landfall on Aug. 29, Hurricane Ida has left mass destruction throughout communities in Southeast Louisiana, leaving many individuals and families without a place to call home. To help the community rebuild, SEG, in partnership with the SEG Gives Foundation, and its generous customers, is donating more than \$176,000 to the American Red Cross Disaster Relief Fund to support Hurricane Ida recovery efforts. SEG has a longstanding partnership with the American Red Cross and has aided the organization in countless disaster relief missions. In June, SEG and the SEG Gives Foundation, donated \$250,000 to the American Red Cross Disaster Relief Fund in anticipation of an active Hurricane season.

Additionally, to provide immediate assistance to associates impacted by Hurricane Ida, the grocer has set-up a [GoFundMe](#) fundraiser through its SEG Cares foundation, an internal nonprofit platform that allows associates to help fellow associates in times of need. In the first week, more than \$100,000 was donated in support of associates by associates and generous vendor partners. Currently, the grocer has raised more than \$186,000 for associates, the heart and soul of the company, and SEG will match the donations with an additional \$100,000 contribution. The [GoFundMe](#) fundraiser will continue through the end of September, when funds will be distributed to help the more than 175 associates who have been severely impacted, many of whom have lost everything.

SEG has a strong history in the Gulf Coast and is dedicated to supporting the associates, customers and the community in its greatest times of need. The grocer will continue to partner with organizations like American Red Cross and Feeding America affiliate food banks that are also passionate about providing essential support to neighbors in need.

### **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.harveysupermarkets.com](http://www.harveysupermarkets.com) and [www.winndixie.com](http://www.winndixie.com).

**About SEG Gives Foundation**

SEG Gives Foundation is the charitable arm of Southeastern Grocers Inc. (SEG), parent company of Fresco y Más, Harveys Supermarket and Winn-Dixie stores. The SEG Gives Foundation aligns giving with causes that are priorities to the communities SEG serves, including the fight against hunger, support for military service members and their families, relief to those affected by extreme weather and natural disasters and quality educational opportunities for students. Southeastern Grocers strives to be ingrained in its communities and, through the SEG Gives Foundation, better the lives of its customers and neighbors.

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