

FOR IMMEDIATE RELEASE

Southeastern Grocers to unveil four new Florida Winn-Dixie stores

Grocer continues growth with introduction of new stores and unique features on Nov. 11

JACKSONVILLE, Fla. (Oct. 12, 2020) – Southeastern Grocers, Inc. (SEG), parent company and home of BI•LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, announces plans to introduce four new Winn-Dixie stores throughout Florida on Nov. 11 with the completed conversion of three former Earth Fare stores located in Boynton Beach, Jacksonville and Lakewood Ranch and one former Lucky’s Market in Gainesville.

Each store is being designed with a specialized approach to provide customers with a unique shopping experience featuring the freshest produce and highest-quality meats and seafood. SEG will introduce new signature categories throughout the four Winn-Dixie stores with a wide product selection and specialty items in each department. The grocer is also expanding its sip and shop offering with the addition of a fifth WD’s Taproom in the new Gainesville store.

Anthony Hucker, President and CEO of Southeastern Grocers, said, “At Southeastern Grocers, we are committed to providing an exceptional shopping experience for all of our customers, and we are proud to soon introduce four new Winn-Dixie stores crafted with offerings for our customers’ distinct tastes and preferences. We’ve expanded our product assortments in these new stores to ensure our customers have fresh, quality products at the right price for every meal. As we expand our footprint, we are able to support more communities throughout Florida and be the grocer our customers and communities can always count on.”

Customers will immediately notice expanded varieties of signature items, including fresh and dried peppers, tomatoes and mushrooms and a unique assortment of tropical fruits and berries throughout the new farm-fresh produce departments as well as specialty cheeses, convenient take-and-bake pizzas, fresh sushi and other grab-and-go meal options in the deli departments. The full-service meat departments will feature 12 flavors of fresh-made specialty sausages and Certified Angus Beef® cuts which are carefully inspected for marbling, maturity, sizing, quality and tenderness to meet 10 exacting standards that are more selective than USDA choice and prime beef. As an exclusive retailer of Certified Angus Beef in the Southeast, SEG is able to provide all Winn-Dixie customers with premium beef at a very affordable price.

Other amenities include new seafood departments with a variety of fresh, locally caught selections including Florida Keys lobster, Florida stone crab and shrimp. Fresh bakery selections will include a variety of artisan-baked breads, delicious pastries and desserts. Customers can also enjoy a wide range of specialty food selections for various dietary preferences throughout the new stores, including an expanded offering of organic, natural and gluten-free options.

The four new Winn-Dixie locations opening on Nov. 11 include:

- 8855 W. Boynton Beach Blvd., Boynton Beach, FL
- 1459 N.W. 23rd Ave., Gainesville, FL
- 11700 San Jose Blvd., Jacksonville, FL
- 11525 State Road 70 E., Lakewood Ranch, FL

As a continued COVID-19 safety precaution, the grand opening celebrations will include small ribbon cutting ceremonies the morning of Nov. 11, where customers will be encouraged to maintain social distancing protocols while they enjoy the fresh, extensive offerings of their new local Winn-Dixie. Customers can also enjoy all the benefits of their new Winn-Dixie in the comfort of their home with the grocer's convenient grocery delivery services through e-commerce partners. New customers are encouraged to download the Winn-Dixie mobile app and enroll in the grocer's loyalty program for additional savings, coupons and rewards.

These store openings are the first of eight new Winn-Dixie stores throughout the state of Florida. Winn-Dixie's continued store growth will also include the introduction of new locations in Ft. Myers, Lake Mary and Melbourne later this year and Viera in early 2021. This expansion follows the February opening of a new Winn-Dixie store in the grocer's hometown of Jacksonville in response to the local city and community plea to combat an impending food desert in the Brentwood community with the closing of a Publix store.

The eight new Winn-Dixie stores will provide more than 700 jobs and opportunities to community members throughout Florida. The grocer is encouraging engaging, energetic individuals interested in joining the certified Great Place to Work® and committed to providing customers with quality service to apply online at www.segrocers.com/careers.

About Southeastern Grocers

Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, 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 seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, 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.bi-lo.com, www.frescoymas.com, www.harveysupermarkets.com and www.winndixie.com.

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