

FOR IMMEDIATE RELEASE

Winn-Dixie Releases Limited-Edition Holiday Wine Advent Calendar

Count down to the holidays with an assortment of 24 delicious wines

JACKSONVILLE, Fla. (Nov. 4, 2021) – Winn-Dixie stores are stocking shelves with a limited-edition Holiday Wine Advent Calendar to help customers count down to the holidays. The specialty wine advent calendar boxes are available now to purchase at more than 300 participating Winn-Dixie stores throughout Florida, Alabama, Louisiana and Georgia for \$59.99 and come complete with 24 miniature bottles of wine in a variety of styles, including wines crafted at award-winning wineries.

Gayle Shields, VP of Own Brands for Southeastern Grocers, said, “At Winn-Dixie, we look forward to a festive holiday season and know our customers share the same sentiment. Our Holiday Wine Advent Calendar provides 24 fun, tasty ways for our customers to count down to the holidays. The wines featured in the box were selected by experts and include a variety of flavors – every customer is bound to find a new favorite to add to their regular rotation.”

Winn-Dixie’s Limited-Edition Holiday Wine Advent Calendar includes two rosés, nine white wines and 13 red wine selections, including the following wines:

- Bohemian - Riesling
- California Reflections - Pinot Noir
- Concrete Jungle - Chardonnay
- Cubist - Red Blend
- Flocking Fabulous - Rosé
- From Dusk Til Dawn - Red Blend
- Gran Noche - Tempranillo
- Just Riffin - Red Blend
- La Bella Roseraie - Chardonnay
- Lapin Chanceux - French Colombard
- Live For Adventure - Pinot Gris
- Lunar Fairy - Petite Sirah
- Midnight Tango - Malbec
- Moda Illustrata - Merlot
- Mount Valor - Cabernet Sauvignon/Merlot
- One Fine Day - Shiraz
- Open Sea - White Blend
- Pink Tutu - Rosé
- Regina Dei Vini - Cabernet Sauvignon
- Shadow - Zinfandel
- Spazzato Dal Vento - Sauvignon Blanc
- Spring Blossoms - Pinot Grigio
- Tiki Tok - Sauvignon Blanc
- Worldly Wanderlust - Cabernet Sauvignon

The Holiday Wine Advent calendar is a fun way to help aspiring sommeliers to novice wine lovers celebrate the holidays and try new wine varieties, one glass at a time. The selections celebrate some of the grocer’s key wine partners from California and Washington, while also providing customers the opportunity to find a new favorite wine selection to share with family and friends.

For descriptions of each wine, how its crafted, pairing recommendations and more, please visit winndixie.com/wineadventcalendar.

About Winn-Dixie

Founded in 1925, Winn-Dixie grocery stores, liquor stores and in-store pharmacies serve communities throughout five southeastern states - Alabama, Florida, Georgia, Louisiana and Mississippi. Winn-Dixie Stores, Inc. is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast. For more information, please visit www.winndixie.com and www.segrocers.com.

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.harveysupermarkets.com and www.winndixie.com.

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