

FOR IMMEDIATE RELEASE

Southeastern Grocers announces defining new chapter as The Winn-Dixie Company

- *Charting a fresh course for its next century under one iconic brand with a renewed focus on Florida*
- *Expanding presence in North Florida through targeted acquisition and additional store investments statewide*
- *Sharpening focus through strategic transactions to drive growth in Florida and select Georgia markets*

JACKSONVILLE, Fla. (Oct. 21, 2025) – Southeastern Grocers, LLC (SEG) today announces it will step into a new era as **The Winn-Dixie Company** in early 2026, uniting under one iconic brand with a renewed focus on its home state of Florida. The change honors Winn-Dixie’s century-long legacy while positioning the grocer for growth through investments designed to modernize stores, enrich the customer experience and reimagine the neighborhood grocer for the next 100 years.

Anthony Hucker, Chairman and CEO of Southeastern Grocers, said, “For a century, Winn-Dixie has proudly called Florida home. Our story is built on the resilience and spirit of its people, and that foundation will guide our future. As we enter our next century as The Winn-Dixie Company – a brand-new 100-year-old company – we are accelerating growth where our roots run deepest while staying true to our purpose of feeding and enriching the communities, families and neighbors who have supported us for generations.”

Dozens of remodels and new store projects are both planned and already underway, with upgrades designed to create inviting, community-centered stores that reflect the needs of local customers. The grocer is also expanding its liquor store portfolio with innovative formats, growing its award-winning Own Brand product assortment – highlighted by the return of its iconic Lip Lickin’ Chicken in early 2026 – and piloting new customer conveniences and partnerships such as [third-party online grocery delivery and return kiosks](#).

As part of its Florida growth strategy, SEG has finalized an agreement to acquire Hitchcock’s Markets in Alachua, Keystone Heights and Williston. These stores will be converted to Winn-Dixie and opened in phases beginning late 2025, further strengthening the grocer’s North Florida presence. The new Williston Winn-Dixie, located at 434 E. Noble Ave., is expected to open in early December 2025, ahead of the scheduled closing of the nearby Winn-Dixie at 727 W. Noble Ave. Associates from the nearby Williston location will have the opportunity to continue serving customers in the new store. The Alachua and Keystone Heights Winn-Dixie stores are slated to open by summer 2026.

In service of its strategic refocus to fuel long-term growth, SEG has made the difficult decision to transition ownership of most of its locations outside of Florida. While this change enables the grocer to reinvest in the communities where its roots run deepest, it also marks the end of an important chapter in regions that have supported Winn-Dixie and Harveys Supermarkets for generations.

SEG has reached agreements or is advancing plans with multiple grocers, which include 32 Winn-Dixie stores and eight Harveys Supermarkets, in Alabama, Georgia, Louisiana and Mississippi. SEG will continue to serve southern Georgia with stores in Brunswick, Folkston, Lake Park, St. Simons Island and Valdosta. Store closings are expected to be completed by year-end, with all banner transitions anticipated by early 2026.

Following these transactions, The Winn-Dixie Company will move forward with a sharpened focus on its home state and neighboring southern Georgia, operating approximately 130 conventional grocery stores and 140 freestanding and grocery-adjacent liquor stores.

SEG extends its deepest gratitude to its associates for their unwavering dedication and to the communities that embraced Winn-Dixie and Harveys Supermarket as part of their daily lives. The grocer remains committed to ensuring every transition is handled with care, support and respect for its team members.

Anthony Hucker, who will remain as Chairman and CEO of The Winn-Dixie Company, added, “As we write our next chapter as The Winn-Dixie Company, we also want to acknowledge the people and communities beyond Florida who have been an integral part of our story. We are profoundly thankful to our associates and customers in these markets for their loyalty – for making Winn-Dixie and Harveys a meaningful part of their lives and trusting us to help nourish their families. We will do everything we can to support those who supported us, ensuring this transition reflects the gratitude and respect they deserve.”

Building on a proud legacy, The Winn-Dixie Company is moving confidently into its second century with bold investments, fresh innovations and a clear vision for the future of neighborhood grocery – all while staying true to what matters most: caring for its people, serving customers with excellence and supporting communities with heart and purpose.

For updates on The Winn-Dixie Company and SEG’s transformation, visit segrocers.com/updates. In the sale transaction, The Food Partners served as financial and strategic advisor to Southeastern Grocers.

About Southeastern Grocers

Southeastern Grocers, LLC (SEG), parent company and home of Harveys Supermarket and Winn-Dixie grocery stores, is an omnichannel retailer serving customers in brick-and-mortar grocery stores and liquor stores, as well as online with convenient grocery delivery. 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 a strong commitment to providing the best possible quality and value to customers. For more information, visit segrocers.com.

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