

FOR IMMEDIATE RELEASE**Winn-Dixie unveils newly remodeled store to Temple Terrace community**

New store concept provides enhanced shopping experience for local residents

TAMPA, Fla. (April 17, 2018) – Winn-Dixie will officially reopen another recently remodeled store in Tampa, Florida in response to customers who asked for an improved shopping experience. As part of the grand opening ceremony and to officially reintroduce the community to the new and improved store, a ribbon cutting will take place at 7:45 a.m. on Thursday, April 19, at the store located at 8775 Temple Terrace Hwy, Tampa, FL 33637.

Anthony Hucker, President and CEO of Southeastern Grocers said, “Winn-Dixie is deeply rooted in the community and has established a history of commitment and service going back 30 years in Point Plaza. The newly remodeled store is designed with the needs of this unique community in mind. We’re excited to give our customers a store they can count on while continuing to offer a great shopping experience, providing exceptional service and the freshest products at the right price.”

With a new concept and features, customers will immediately notice the enhancements throughout the new store including:

- New facade signage and a fresh, contemporary color palate and modern store signage inside.
- Newly updated farm-fresh produce department including an expanded selection of fruits and vegetables.
- Improved deli with expanded grab-and-go meal options for added convenience, including fresh sub sandwich assortments and wing bar.
- New Smokehouse chicken, ribs, pork, and brisket- hand rubbed, seasoned and smoked for 12 hours.
- New Dollar Shop within the store, where customers can get over 600 everyday essentials for just \$1, from grocery and cleaning to health and beauty.
- New SE Grocers Naturally Better product selection, offering a large variety of gluten free and organic products

Customers are invited to sample delicious food from local vendors as they check out Winn-Dixie’s new look, expanded offerings and savings. The grand opening event is free and open to all. **The first 500 customers to arrive at 8:00 a.m. will receive a free mystery gift card valued between \$5 and \$500.**

The new and improved Point Plaza Winn-Dixie is open from 7 a.m. to 11 p.m., seven days a week.

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.

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