



PRESS RELEASE

**SOUTHEASTERN GROCERS | 5050 EDGEWOOD COURT | JACKSONVILLE, FLA. 32254 | (904) 783-5000
FOR IMMEDIATE RELEASE**

Southeastern Grocers and Celebrity Chef Curtis Stone partner on fresh, seasonal meals for families to eat well for less

- **The “Cooking with Curtis for under \$10” program was designed with nationally-known TV personality Chef Curtis Stone to help shoppers eat well for less through a series of fresh, seasonal and affordable family meals that taste great and won’t burden the budget.**

JACKSONVILLE, Fla. (Sept. 16, 2015) – Southeastern Grocers, the parent company of BI-LO, Harveys and Winn-Dixie stores, today announced a fresh partnership with Food Network Celebrity Chef Curtis Stone to launch “Cooking with Curtis for under \$10.” The program is aimed at helping people eat well for less by offering customers fresh, seasonal and affordable meal solutions that can easily be made from scratch at home.

A combination of Southeastern Grocers’ research and industry research revealed that many shoppers want to eat well, but there are barriers such as affordability, meal preparation time, knowledge of ingredients and how to select the ingredients. Research has also shown that nearly all Southeastern Grocers customers, regardless of budget, want to feed their families healthy, nutritious meals for less money, and approximately 25 percent of Southeastern Grocers customers rely on food assistance and are looking for affordable options for fresh, healthy foods.

In order to solve those challenges for its customers, Southeastern Grocers is offering unique recipes created by Chef Curtis. Recipe cards are available in all stores, in the weekly ad circular and online. A different fresh, seasonal ingredient will be featured each month with four easy-to-follow recipes. The ingredients for each delicious recipe will cost less than \$10.

Chef Curtis is a nationally-known TV personality who has been featured in shows such as Food Network’s *Beach Eats USA* and *Kitchen Inferno*, TLC’s *Take Home Chef* and Bravo’s *Top Chef Masters*, along with appearances on *The Oprah Winfrey Show* and *The Ellen DeGeneres Show*. Chef Curtis recently opened the popular *Maude* restaurant in Beverly Hills, California, to rave reviews.

(more)

Home of



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“Southeastern Grocers and Chef Curtis share a common passion to help families eat well for less, with fresh, easy meals they can make from scratch at an affordable price,” said Sharry Cramond, executive vice president of marketing and communications for Southeastern Grocers. “Chef Curtis’ philosophy and \$10 meal ideas resonate with our customers who want to prepare easy, healthy meals that add variety to their family tables. We’ve partnered with Chef Curtis because fresh and affordable foods are important to our customers – and providing the best for our customers is our priority.”

“Mother Nature does a pretty good job providing what we should eat at different times of the year, so I listen to her,” said Food Network Celebrity Chef Curtis Stone. “Food just tastes better when it’s in season and Southeastern Grocers shares my hunger to give people the best local and seasonal ingredients - and treat them simply. I’m excited to develop low-cost but simply delicious meals for their customers throughout the Southeast.”

These fresh, affordable meals and other helpful cooking tips from Chef Curtis Stone can also be found at www.bi-lo.com/cookingwithcurtis, www.harveysupermarket.com/cookingwithcurtis and www.winn-dixie.com/cookingwithcurtis.

About Chef Curtis Stone

Internationally known, Chef Curtis began his cooking career at the age of 18 in his homeland of Australia and later honed his skills at Michelin-starred restaurants in London. He has appeared on a number of top-rated cooking programs, most recently starring as a mentor on Food Network's *All-Star Academy* and is host of the Network's brand-new show *Beach Eats*, which premiered August 12. His first solo restaurant, *Maude*, opened in Beverly Hills, California in 2014 to rave reviews from respected outlets such as *Time*, *Travel + Leisure*, *Eater LA*, *Los Angeles Magazine*, *Angeleno* and more. Chef Curtis is also a *New York Times* bestselling author, having written six cookbooks, his most recent titled *Good Food, Good Life*. www.curtisstone.com.

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, Harveys and Winn-Dixie grocery stores, is the fifth-largest supermarket chain in the U.S. and the second-largest supermarket in the Southeast based on store count. The company employs more than 66,000 associates who serve customers in approximately 756 grocery stores, 145 liquor stores and 504 in-store pharmacies throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Harveys and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and loyal associates, and strong commitments to providing the best possible quality and value to customers. For more information, please visit www.bi-lo.com, www.harveysupermarkets.com and www.winndixie.com.

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