



WINN-DIXIE STORES, INC. | 5050 EDGEWOOD COURT | JACKSONVILLE, FLA. 32254 | (904) 783-5000

FOR IMMEDIATE RELEASE

Winn-Dixie Invests \$40 million in Lower Prices

Customers see price cuts on over 1,500 favorite grocery items

JACKSONVILLE, Fla. (Oct. 29, 2015) – Southeastern Grocers today announced a significant pricing initiative that addresses exactly what customers need: a \$40 million investment into permanent lower prices on the products Winn-Dixie customers buy the most.

Customers stated in a recent survey* that “affordable prices” was the most important requirement from a grocery store, so effective today, Winn-Dixie is introducing a New Regular Pricing Program that will permanently reduce the prices on over 1,500 favorite grocery items, at all 518 Winn-Dixie stores. This means customers will get better prices for their favorite items, even when they are not on sale.

“Research consistently tells us that customers are seeking lower prices, wherever they shop, particularly hardworking families shopping on a budget,” said Ian McLeod, President and CEO of Southeastern Grocers – home of Winn-Dixie. “We are listening to our customers and helping them reduce the cost of their weekly shop by lowering the prices on over 1,500 of our customers’ favorites.”

Prices will be reduced on these items by almost 20 percent, on average, with savings as high as 53 percent. Prices are being lowered on Family Favorites; items that a significant majority of Winn-Dixie customers purchase regularly. In addition to the new regular price, these items will still be placed on sale occasionally, making the prices even lower.

NEW REGULAR PRICE – SAMPLE LIST			
COMMONLY SHOPPED GROCERY ITEMS	OLD PRICE	NEW PRICE	SAVINGS
Angel Soft Toilet Paper (4-pack double roll)	\$2.99	\$2.10	30 %
Kellogg’s Frosted Flakes	\$4.49	\$3.35	25 %
Domino Granulated Sugar (4 Lb.)	\$3.35	\$2.50	25 %
Hellmann’s Real Mayonnaise	\$5.99	\$4.50	25 %
Gatorade (8-pack)	\$6.99	\$5.70	19 %
TOTAL:	\$23.81	\$18.15	

*Old Prices checked week of Oct. 18, 2015; New Prices effective Oct. 26, 2015

(more)

Shoppers will easily be able to pinpoint the items via special price tags throughout the store by the end of October. This includes items in produce, dairy, bakery, meat, dry, frozen and home goods.

About Winn-Dixie

Winn-Dixie Stores, Inc. is a subsidiary of Southeastern Grocers, which is the fifth-largest supermarket chain in the United States based on store count. Founded in 1925, Winn-Dixie employs more than 48,000 associates who serve customers in approximately 518 grocery stores, 145 liquor stores and 393 in-store pharmacies throughout the five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi. For more information, please visit www.winndixie.com and www.segrocers.com.

###

*SOURCE: Jackman, Quantitative Research Share-out. January 2015.

For SEG interviews or images, contact:

Southeastern Grocers Media Line

904-370-6029

media@segrocers.com