

UNIQUE PUMPKIN VARIETIES DEBUT AT LOCAL WINN-DIXIE STORES

JACKSONVILLE, Fla. (Sept. 10, 2014) – Pumpkin season has arrived, and Winn-Dixie is lining its shelves with an exciting new variety of pumpkin products, pleasing to every palate.

Pumpkin remains a centerpiece to Fall holidays and traditions, however the nutritious and versatile plant, rich in vitamins and sweet in flavor, has transcended through time from patch to produce to plate. Winn-Dixie stores showcase an assortment of pumpkin products, including: cookies, butter, marshmallows, chips and salsa, whoopie pies, muffins, cakes, coffees and creamers. Winn-Dixie will also provide customers with unique new pumpkin recipes in-store, tailored to all dietary and ethnic appetites.

Commonly used in desserts, pumpkin can also be included in dinner recipes like the one below.

Chicken Baked with Pumpkin and Peanuts

INGREDIENTS:

- 4 pounds chicken pieces, both white and dark parts
- 2 large onions, cut into 1-inch chunks
- 1 pie pumpkin or butternut squash, about 2 pounds, peeled and cut into 2-inch chunks
- 3/4 cup peanut butter
- 1 tsp salt, divided
- 1/2 tsp cayenne pepper, divided
- 1-1/2 cups chicken broth, very hot
- 1/4 cup lemon juice, divided
- 1/4 tsp black pepper
- 1/2 cup chopped peanuts

INSTRUCTIONS:

1. Preheat oven to 400° F.
2. In a 9 x 13 inch baking dish, place onions and pumpkin (or squash). In a medium bowl, stir together peanut butter, half of the salt and half of the cayenne pepper. Gradually stir in hot chicken broth, melting the peanut butter. Stir in half of the lemon juice. Pour over the pumpkin and onions.
3. Place chicken on top of the vegetables. Sprinkle chicken with remaining salt, cayenne pepper and lemon juice. Sprinkle black pepper over chicken.
4. Bake for 1 hour, until pumpkin is tender and fork can be inserted in chicken with ease. Sprinkle with peanuts.

Pumpkin, traditionally savored for its pies, seeds and lantern carvings, is now trending bakeries, tailgate parties, coffee dates and cocktail parties. Pumpkin is the Fall “must have” for unique culinary delights, liquid spice and creative DIY décor.

Winn-Dixie stores continue to stock and sell pumpkins for traditional carving, but today’s holiday pumpkins are also painted, etched and used as floral vases.

Winn-Dixie salutes the pumpkin for all of its delectable and creative purposes, and encourages customers to taste and enjoy the latest variety of pumpkin products, unique recipes and floral decor.

Pumpkin History

Pumpkins were originally utilized as a source of both food and storage. Native Americans roasted, baked and boiled pumpkin, and also dried the shell for bowls and containers. Pilgrims developed the first version of pumpkin pie; however, the colonial pie differed from the traditional pumpkin pie prepared today. In this innate origin, the top was cut and seeds were removed, and the pumpkin was filled with cream, honey, eggs and spices, then buried in hot ashes to cook. The finished product was scooped and served similar to custard.

The popular Halloween tradition of pumpkin carving originated in Ireland, but instead of pumpkins, turnips and potatoes were used. It wasn't until Irish immigrants arrived in America and discovered pumpkins that the new Jack-o-lantern ritual was born.

About Winn-Dixie

Winn-Dixie Stores, Inc. is a subsidiary of Bi-Lo Holdings, which is the fifth-largest conventional supermarket in the United States based on store count. Founded in 1925, Winn-Dixie employs more than 48,000 associates who serve customers in approximately 546 grocery stores and 415 in-store pharmacies throughout the five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi. For more information, please visit www.winn-dixie.com and www.biloholdings.com.

Forward-Looking Statements for Bi-Lo Holdings

This press release includes forward-looking statements about future events, which involve risks and uncertainties. Generally, the words "believe," "expect," "intend," "estimate," "anticipate," "project," "will," "could," "may," "plan," "potential," "likely," "goal," "target," "objective," "outlook," "seek" and similar expressions identify forward-looking statements, which generally are not historical in nature.

Forward-looking statements reflect our current expectations, based on currently available information, and are not guarantees of performance. Although we believe that the expectations reflected in such forward-looking statements are based on reasonable assumptions, these expectations could prove inaccurate as such statements involve risks and uncertainties, many of which are beyond our ability to control or predict. Should one or more of these risks or uncertainties, or other risks or uncertainties not currently known to us or that we currently deem to be immaterial, materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those anticipated, estimated or projected. For these reasons, we caution you against relying on forward-looking statements, which speak only as of the date on which they are made. Except as may be required by applicable law, we undertake no obligation to update any forward-looking statements to reflect events or circumstances after the date on which they are made or to reflect the occurrence of unanticipated events.