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**WINN-DIXIE ISSUES VOLUNTARY RECALL
ON FRESHFRESH 93% LEAN GROUND BEEF**

JACKSONVILLE, Fla. – (BUSINESS WIRE) – August 1, 2013 – Winn-Dixie today announced an immediate voluntary recall of Fresh 93% Lean Ground Beef with UPCs #20167100000 and #24370700000. According to the United States Department of Agriculture (USDA), the reason for the recall is the potential that the product may be contaminated with E. coli O157:H7. The recall is part of a larger ground beef recall issued by National Beef Packing Company that was announced on July 31.

Out of an abundance of caution for customers, Winn-Dixie is immediately recalling the Fresh 93% Lean Ground Beef from shelves in all stores in Alabama, Florida, Georgia, Louisiana and Mississippi:

Recalled Item	UPC	Size	Sell-By Dates
Fresh 93% Lean Ground Beef	20167100000	Variable	All Dates
Fresh 93% Lean Ground Beef	24370700000	Variable	All Dates

The UPC is located on a label on the top of the package. Recalled Fresh 93% Lean Ground Beef was shipped to stores on or after July 18. All sell by dates are being recalled. Winn-Dixie has received no reports of any issues associated with Fresh 93% Lean Ground Beef consumption.

“We encourage customers to check their refrigerators and freezers for the recalled item and to immediately discard the product or bring it back to their store,” said Brian Wright, Winn-Dixie’s corporate communications senior director. “Customers who purchased the product may visit their neighborhood Winn-Dixie to request a full refund, no questions asked.”

To receive the refund, customers may present proof of purchase through a receipt or the product packaging label.

E. coli O157:H7 is a potentially deadly bacterium that can cause bloody diarrhea, dehydration, and in the most severe cases, kidney failure. The very young, seniors and persons with weak immune systems are the most susceptible to foodborne illness.

The USDA’s Food Safety and Inspection Service (FSIS) advises all consumers to safely prepare their raw meat products, including fresh and frozen, and only consume ground beef that has been cooked to a temperature of 160° F. The only way to confirm that ground beef is cooked to a temperature high enough to kill harmful bacteria is to use a food thermometer that measures internal temperature.

Customers with questions about the recalled products may contact the Winn-Dixie Customer Call Center toll free at 866-946-6349, Mon. - Fri., 8:00 a.m. - 8:00 p.m. EDT and Sat., 9:00 a.m. - 4:00 p.m. EDT.

About Winn-Dixie

Winn-Dixie Stores, Inc. is a subsidiary of Bi-Lo Holdings, which is the ninth-largest traditional supermarket chain in the United States. Founded in 1925, Winn-Dixie employs nearly 40,000 associates who serve customers in 479 grocery stores and 368 in-store pharmacies throughout the five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi. Winn-Dixie is a well-known and well-respected regional brand 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.winn-dixie.com and www.biloholdings.com.

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