

FOR IMMEDIATE RELEASE

**The Winn-Dixie Company and Coca-Cola Beverages Florida fuel the fun with the
Winn-Dixie 250 Powered by Coca-Cola at Daytona International Speedway**

*Partnership drives excitement through in-store promotions and fan experiences
tied to one of NASCAR's most anticipated race weekends*

JACKSONVILLE, Fla. (July 7, 2026) – The Winn-Dixie Company and Coca-Cola Beverages Florida, LLC (Coke Florida) today announced a new partnership to bring the **Winn-Dixie 250 Powered by Coca-Cola** to Daytona International Speedway on Friday, Aug. 28.

The 2026 event marks the first time since 2008 that the Winn-Dixie name has appeared as the entitlement partner of the NASCAR O'Reilly Auto Parts Series race at Daytona International Speedway, reconnecting the hometown grocer with one of racing's most recognizable venues and traditions.

The partnership reflects Winn-Dixie's continued commitment to its customers and builds a shared legacy with Coke Florida to serve communities across the Sunshine State through experiences that celebrate their interests and traditions. Through special race-themed promotions, in-store displays and exclusive fan experiences, customers will have opportunities to engage with the Winn-Dixie 250 Powered by Coca-Cola leading up to race weekend.

Gayle Shields, Chief Merchandising and Marketing Officer for The Winn-Dixie Company, said, "NASCAR has long been part of the fabric of many communities we serve, and few traditions bring people together like race weekend at Daytona. The Winn-Dixie 250 has created memorable moments for generations of racing fans, and now alongside Coke Florida, we're proud to build on that legacy through experiences that bring customers, communities and fans together."

In the weeks leading up to the race, customers can look for special Winn-Dixie 250 Powered by Coca-Cola displays and promotions in participating Winn-Dixie stores throughout Florida. Winn-Dixie is bringing race weekend to life through high-impact merchandising and product offers, giving NASCAR fans everything they need to gear up – from tailgate-ready favorites to everyday essentials – all while enjoying great savings and benefits through its award-winning rewards program.

Meena Sen, Vice-President, Marketing, Coke Florida, said, "As longtime partners serving communities across Florida, Coke Florida and The Winn-Dixie Company are proud to come together around an event that celebrates connection, camaraderie and community. The Winn-Dixie 250 Powered by Coca-Cola creates memorable experiences for customers while showcasing the energy and tradition of NASCAR."

The Winn-Dixie 250 Powered by Coca-Cola will take place Friday, Aug. 28, at Daytona International Speedway as part of NASCAR's annual summer race weekend. For more information regarding the Coke Zero Sugar 400 race weekend, visit daytonainternationalspeedway.com or call 1-800-PITSHOP.

About The Winn-Dixie Company

The Winn-Dixie Company, based in Jacksonville, Florida, is a trusted neighborhood grocer with deep roots across Florida and southern Georgia. Building on more than a century of legacy, the company is shaping the future of neighborhood grocery through continued store investments, innovative formats and a seamless omnichannel experience that delivers exceptional value both in stores and online. Guided by its purpose to feed and enrich the communities it serves, The Winn-Dixie Company is known for exceptional service and locally authentic stores. The grocer is committed to offering fresh, high-quality products and meaningful value through its nationally recognized Winn-Dixie Rewards program.

For more information and updates, visit WinnDixie.com and follow @WinnDixie on Facebook, Instagram and LinkedIn.

About Winn-Dixie

Founded in 1925, Winn-Dixie is a trusted neighborhood grocer serving communities across Florida and southern Georgia. A subsidiary of The Winn-Dixie Company, Winn-Dixie operates locally authentic neighborhood grocery and liquor stores, complemented by convenient online grocery delivery. To learn more, visit WinnDixie.com.

About Coca-Cola Beverages Florida, LLC

Coca-Cola Beverages Florida, LLC (Coke Florida) is a strategic bottling partner of The Coca-Cola Company and a growth-focused consumer packaged goods company. We are one of the largest Coca-Cola bottlers in the United States with an exclusive territory that covers forty-seven counties in Florida. Coke Florida makes, sells, and distributes a portfolio of beverages for every occasion including sparkling soft drinks, waters, teas, sports drinks, energy drinks, juices, and value-added dairy drinks. We drive positive economic impact in the communities we serve through employing over 5,000 associates and operating four GreenCircle Certified production facilities and eighteen distribution centers. Our investments in sustainability, education, and economic empowerment are the foundation of our commitment to helping build stronger communities. Founded in 2015 and headquartered in Tampa, Coke Florida is also one of the largest Black-owned businesses in the United States. The company has been recognized as a US Best Managed Company Gold Standard Winner by Deloitte Private and The Wall Street Journal. To learn more, visit www.cokeflorida.com and follow us on [Instagram](#), [Facebook](#), and [LinkedIn](#).

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