

STORY/PHOTO OPPORTUNITY

MEDIA CONTACT: Meredith Hurley
(904) 234-3293
MeredithHurley@sjp.com

Winn-Dixie unveils TWO newly remodeled stores in St. Petersburg

New store concepts provide enhanced shopping experience for St. Petersburg residents

WHAT: Winn-Dixie will officially reintroduce two remodeled stores in St. Petersburg in response to customers who asked for an improved shopping experience. As part of the grand opening, the new and improved Winn-Dixie stores located at 11100 4th St. N. and 1049 62nd Ave. N. in St. Petersburg will host ribbon-cutting ceremonies at 7:45 a.m. on Wednesday, Feb. 12. A community celebration will also be held for customers at both stores on Saturday, Feb. 15, from 10 a.m. – 4 p.m.

With a new concept and features, customers will immediately notice enhancements throughout the two new and improved stores, including:

- New fresh, contemporary color palette and modern store signage inside.
- Newly updated farm-fresh produce department including an expanded selection of fruits and vegetables, including organic varieties.
- New Dollar Shop section with hundreds of items to provide customers with the convenient items they look for most at incredible prices.
- New deli with expanded grab-and-go meal options for added convenience, including sub sandwich assortments and ready-made salads.
- A wide assortment of easy lunch and dinner options, including a hot bar with rotisserie chicken and wing bar with eight favorite varieties.
- Expanded bakery department with new self-service doughnut and bread selections made fresh daily.
- New SE Grocers Naturally Better product selection, offering a large variety of gluten-free and organic products.
- Upgraded meat case, featuring custom cut-to-order meats, and fresh, delicious ready-to-grill options.
- Expanded full-service seafood department, offering shoppers a variety of fresh seafood on ice at the 4th Street location, and additional frozen seafood assortments, as well as the “Seafood Made Easy” option where customers can choose the type of seafood, vegetables and seasoning to be packaged together for easy preparation at home at both locations.
- Expanded grocery selection with additional products and assortments.

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- Continued commitment to fresh quality and outstanding service.
- An in-store pharmacy with expert pharmacists available to answer any questions regarding health and prescriptions and a new consultation room for comfortable, private immunizations, at the 62nd Avenue store only.
- Updated liquor store with a price-match guarantee on a wide selection of wine, beer and spirits, at the 62nd Avenue store only.

Customers are invited to the grand opening ceremonies at both stores on Wednesday, Feb. 12, to check out Winn-Dixie's new look, expanded offerings and savings. Both ceremonies will include DJ entertainment and a check presentation to local community partners, including the St. Petersburg Fire Rescue at the 4th Street store and the Northeast High Vikings Football Team at the 62nd Avenue store. **The first 100 customers to arrive at each store at 8 a.m. on Wednesday will receive a free mystery gift card valued between \$5 and \$250.**

Additionally, to show appreciation for their continued support, each store will host a community celebration on Saturday, Feb. 15 at 10 a.m., with live entertainment, DJs, giveaways, delicious food sampling and more. **One hundred dollar gift card giveaways will be held every 30 minutes on Saturday from 10 a.m. – 4 p.m. at each newly remodeled store. Customers must be present to win.**

The grand open ceremonies and community celebrations are free and open to all. The new and improved St. Petersburg Winn-Dixie stores are open from 7 a.m. to 11 p.m. seven days a week.

WHEN: **Grand Opening Ceremonies** - Wednesday, Feb. 12, 7:45 a.m.
Community Celebrations – Saturday, Feb. 15, 10 a.m. – 4 p.m.

WHERE: **Winn-Dixie Store #649** - 11100 4th St. N., St. Petersburg, Florida 33716
Winn-Dixie Store #698 - 1049 62nd Ave. N., St. Petersburg, Florida 33702

VISUALS: Winn-Dixie invites you to capture b-roll and photos of the grand opening ceremonies and community events held at both St. Petersburg stores. Interviews with Winn-Dixie leadership will be available at the store located at 11100 4th St. N. in St. Petersburg during Wednesday's grand opening event.

Feel free to print, broadcast or post this information on your website or social media channels.

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