

**STORY/PHOTO OPPORTUNITY**

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**Winn-Dixie Continues Charitable Dedication as Folds of Honor's Wingman**

**WHAT:** Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, announces the grocer's 2020 commitment to Folds of Honor, vowing to honor, encourage and support the nonprofit organization again this year. The grocer has launched an in-store wing program in all Winn-Dixie stores in partnership with Coca-Cola® to benefit Folds of Honor.

Now through Feb. 25, local Winn-Dixie stores will donate \$1 to Folds of Honor for each bucket of deli wings purchased in every store. Coca-Cola has pledged to match the grocer's contribution by donating an additional dollar when a qualifying Coca-Cola product<sup>1</sup> is purchased with each wing bucket.

**WHEN:** Now through Feb. 25

**WHERE:** All Winn-Dixie stores

**WHY:** Over the past two years, Southeastern Grocers has raised \$1,552,917 for Folds of Honor, providing more than 310 scholarships to the families of fallen or injured military members in support of Folds of Honor's mission to provide educational scholarships to the children and spouses impacted by a loved one's sacrifice for the United States military.

**MORE:** Founded in 1925, Winn-Dixie grocery stores, liquor stores and in-store pharmacies serve communities throughout five southeastern states - Alabama, Florida, Georgia, Louisiana and Mississippi. Winn-Dixie Stores, Inc. is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast. For more information, please visit [www.winndixie.com](http://www.winndixie.com) and [www.segrocers.com](http://www.segrocers.com).

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<sup>1</sup>Coca-Cola will donate \$1 for every wing bucket purchased with either two (2) 1.25 liter Coca-Cola products, one (1) Gold Peak 64oz or one (1) Smartwater 1.5L