



PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY, BUILDING 200 | JACKSONVILLE, FL 32256 | 904-783-5000

FOR IMMEDIATE RELEASE

Southeastern Grocers sets goal to provide 20 million meals* to Feeding America® in 2018

BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores launch holiday community donation program and host mobile food pantries

JACKSONVILLE, Fla. (Dec. 5, 2018) – Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, together with the SEG Gives Foundation, has announced a goal to donate 20 million meals to the communities it serves in 2018. To date, the grocer has donated nearly 17 million meals to Feeding America® through continued efforts to fight hunger throughout the Southeast.

This holiday season, Southeastern Grocers and the SEG Gives Foundation is launching a company-wide Holiday Hunger Relief Program with dedicated partner, Feeding America. The grocer will raise funds for two weeks in all BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores. Now through Dec. 15, customers are encouraged to help eliminate food insecurity and support families in need during the holidays by simply donating to the cause at checkout as they shop their neighborhood store.

“As a grocer, feeding the community is more than our job - it’s our passion,” said **Anthony Hucker, President and CEO of Southeastern Grocers**. “As a dedicated Feeding America community partner, we are pledging to provide more than 20 million meals this year to aid in the ongoing fight against hunger. We are committed to being the store that all our neighbors and associates can count on to help create memories around their holiday table this season.”

“The holidays are an especially important time to support families in need,” said **Claire Babineaux-Fontenot, CEO of Feeding America**. “Our friends at Southeastern Grocers engage their community in the mission to end hunger throughout the year with increased action this season. Feeding America is grateful for their campaign asking customers and associates to donate funds and food, ensuring warm meals for communities in need this December and beyond.”

In addition to the in-store donation program, SEG will donate nearly 200,000 lbs. of shelf-stable SE Grocers products and fresh produce to help provide holiday meals to the one in eight local community members who will struggle with hunger this holiday. The holiday mobile pantry events will be hosted in partnership with Feeding America food banks and community organizations, including:

- Clearwater, Florida: Feeding Tampa Bay on Dec. 4
- Lauderhill, Florida: Feeding South Florida on Dec. 11
- Albany, Georgia: City Center of Albany on Dec. 12
- Charleston, South Carolina: Lowcountry Food Bank on Dec. 13
- Panama City, Florida: Feeding the Gulf Coast on Dec. 15
- Jacksonville, Florida: Feeding Northeast Florida on Dec. 18

Customers can further join in the spirit of giving from Dec. 12-25 by purchasing a \$5 prepared bag of non-perishable food items to be donated to local Feeding America food banks when they check out of any BI-LO, Harveys Supermarket or Winn-Dixie store.

The SEG Gives Foundation continues to support their official partnership with Feeding America through various initiatives that foster strong relationships between its stores and local food banks. This includes volunteer efforts throughout its footprint and continued contributions of more than 200 million pounds of food that BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores have donated through their Food Rescue program since 2005.

**Meals are defined by the amount of money donated to Feeding America (one dollar donated helps provide at least 10 meals to families in need, according to feedingamerica.org) and the pounds of food donated through the in-store Food Rescue Program which defines a meal as 1.2 pounds by the USDA.*

About Southeastern Grocers

Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is one of the largest conventional supermarket companies in the U.S. SEG grocery stores, liquor stores and in-store pharmacies serve communities throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and caring associates and strong commitments to providing the best possible quality and value to customers. For more information, visit www.bi-lo.com, www.frescoymas.com, www.harveysupermarkets.com and www.winndixie.com.

About SEG Gives Foundation

SEG Gives Foundation is the charitable arm of Southeastern Grocers, parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores. SEG Gives Foundation aligns our giving with the causes that are important to the communities we serve, including the fight against hunger and relief to those affected by extreme weather and natural disasters.

###

For SEG interviews, or images contact:

Kaley Shaffer, Senior Manager, Consumer Communications
904-612-9441 (cell)
media@segrocers.com