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Fresco y Más Partners with Shipt to Provide Grocery Delivery Services in South Florida, Orlando and Tampa

Southeastern Grocers' popular banner is among the first Hispanic grocers to provide Hispanic and Caribbean customers with this convenient service, which includes hot, prepared food

JACKSONVILLE, Fla. (Feb. 28, 2019) – Today, Southeastern Grocers, Inc. (SEG), parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores, reveals its new partnership with [Shipt](#), a leading online grocery marketplace, to provide grocery delivery to Fresco y Más customers across South Florida, Tampa and Orlando.

Fresco y Más is among the first Hispanic grocers to launch a home-delivery service for its Hispanic and Caribbean customers in metro markets across Florida; offering customers a convenient way to purchase their favorite products online, including hot items from the grocer's *Cocina* (kitchen). Beginning today, the service is now available across the banner's 26 stores throughout South Florida, Tampa and Orlando.

As customers continue to manage their lives digitally, grocers have the opportunity to make shopping more intelligent and convenient. The partnership between Fresco y Más and Shipt is an example of how the neighborhood grocer listens to customers and caters to the unique needs of each community. The variety of Caribbean and Hispanic products for which Fresco y Más is best known, are now not just available in their neighborhood store, but can also be delivered to their homes or offices as a new added convenience.

"We are continuously making improvements to increase the quality of our customers' lives through convenient and enjoyable shopping experiences," **said Anthony Hucker, President and CEO of Southeastern Grocers.** "This is why we are proud to announce our partnership with Shipt as another way for our customers to purchase their favorite Fresco y Más quality products and value delivered directly to their doorstep."

As Fresco y Más continues its commitment of offering the best service to customers, Shipt provides a convenient service to address diverse consumer demands. In a recent SEG survey, results show that many online shoppers find the concept of grocery delivery appealing, with more than one-third of SEG customers admitting to purchasing groceries online within the past year. Of the customers purchasing groceries online, 88 percent of them also had the items delivered. The findings also indicate that the number one reason customers shop online rather than in-store is to save time. Shoppers will have the option of placing online orders for an assortment of groceries, including fresh produce, meat and seafood, as well as household staples such as health and beauty goods, pet products and consumable baby items.

“Residents of South Florida, Orlando and Tampa will have the convenience of easy, personal delivery of their favorite items from another beloved local retailer,” **said Bill Smith, Founder and CEO of Shipt.** “Through our app, our members have access to everything they need, when they need it, right at their fingertips.”

About Fresco y Más

Founded in 2016, Fresco y Más grocery stores serve Hispanic and Caribbean communities throughout South, West and Central Florida. Fresco y Más is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast. For more information, please visit www.frescoymas.com and www.segrocers.com.

About Southeastern Grocers

Southeastern Grocers, LLC, (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 Shipt

Shipt is a membership-based online grocery marketplace delivering fresh foods and household essentials through a community of shoppers and a convenient app. Shipt offers quality, personalized grocery delivery to members for \$99 per year, and is available to more than 80 million households in more than 250 markets across the country. Throughout 2019, Shipt will continue to expand on its nationwide presence by adding both additional Target stores and new retailer partners to its online marketplace. Shipt was founded in The Magic City, Birmingham, Alabama, and maintains offices in Birmingham and San Francisco. For more information, visit Shipt.com.

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