



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

FOR IMMEDIATE RELEASE

Southeastern Grocers and Kruger Products “Soft Tissue for a Big Issue” campaign gets to the bottom of community need

Customers’ big hearts lead to more than \$70,000 in bath tissue donation to local communities

JACKSONVILLE, Fla. (Nov. 13, 2019) –Today, Southeastern Grocers Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, in partnership with Kruger Products is proud to announce the donation of more than \$70,000 in soft tissue that will help clean up the need for tissue products in food banks across the Southeast.

The donation was made possible by BI-LO and North Florida Winn-Dixie customers with big hearts who donated to the grocer’s “Soft Tissue for a Big Issue” community donation program by rounding up at store registers or by donating White Cloud bath tissue products directly to collection bins in stores. The grocer and paper product producer teamed up from Oct. 23 through Nov. 5 to raise funds and awareness for the often-overlooked need of tissue product donations to food banks throughout the community.

Dewayne Rabon, SVP, Merchandising-Center Store for Southeastern Grocers, said, “We are honored to shed light on this big issue and play a role in filling a void in our local food banks that will help provide community members in need with access to necessary paper products. Thanks to our generous customers, this donation will directly benefit the one in three low-income American families who struggle to afford basic non-food household goods.¹”

Access to basic non-food household goods is a struggle for many Americans. Government funded food assistance programs do not cover the purchase of personal care items like toilet tissue,² and the items are rarely donated to food banks. Feeding America® reported that the inability for participants to procure basic household necessities for themselves and their families results in stress to their sense of self and personal respect. Others feel they cannot promote healthy habits with their children because they lack basic household essentials at home.³

Craig Baranyk, Vice President Sales, Consumer Business USA at Kruger Products, said, “At Kruger, we know bath tissue is an essential item everyone needs, which is why we teamed up with Southeastern Grocers to spread awareness for this campaign. We are elated at the generosity of the community and look forward to providing White Cloud products to comfort and support many households in need.”

The donation of more than \$70,000 will be used to purchase approximately 125,140 rolls of White Cloud high-quality bath tissue that will be delivered to local food banks to provide bath tissue at no cost to

¹ <https://www.feedingamerica.org/about-us/press-room/new-study-reveals-many-american-families-struggle-to-afford-basic-personal-care-items-and-household-goods>

² <https://www.feedingamerica.org/sites/default/files/research/in-short-supply/in-short-supply-executive.pdf>

³ <https://www.feedingamerica.org/about-us/press-room/new-study-reveals-many-american-families-struggle-to-afford-basic-personal-care-items-and-household-goods>

those in need. In addition, the more than 5,000 packs of White Cloud products donated in stores toward the “Soft Tissue for a Big Issue” campaign were distributed to local Feeding America member food banks throughout the campaign to immediately help those in need.

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 Kruger Products

Kruger Products L.P. is one of North America’s leading manufacturers of quality tissue products for household, industrial and commercial use. In the U.S., KPLP manufactures the White Cloud® brand, as well as many private label products. KPLP serves the Canadian consumer market with such well-known brands as Cashmere®, Purex®, SpongeTowels® and Scotties®. The Away-From-Home division manufactures and distributes high-quality, cost-effective product solutions to a wide range of commercial and public entities. KPLP has approximately 2,500 employees and operates eight FSC® (FSC® C104904) certified plants in North America. For more information, visit www.krugerproducts.ca.

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