



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

FOR IMMEDIATE RELEASE

Southeastern Grocers and Kruger Products rollout “Soft Tissue for a Big Issue” campaign

Donation program aims to help wipe out tissue product need in local communities

JACKSONVILLE, Fla. (Oct. 23, 2019) – Today, Southeastern Grocers Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, announces the rollout of “Soft Tissue for a Big Issue” community donation program in partnership with Kruger Products. The grocer and paper product producer have teamed up to raise funds and awareness for the often over-looked need of tissue product donations to food banks throughout the community.

Now until Nov. 5, all BI-LO and North Florida Winn-Dixie customers can make donations at local stores to support the campaign by rounding up at the store register or by donating White Cloud product packs directly to the donation drive bin in stores. All donations toward the “Soft Tissue for a Big Issue” campaign will be distributed to Feeding America affiliate food banks in local communities to provide bath tissue at no cost to those in need.

Dewayne Rabon, SVP, Merchandising-Center Store for Southeastern Grocers, said, “We are thrilled to team up with Kruger Products and the local community to help alleviate the need for this everyday essential item. While we heavily focus on fighting hunger in our local communities we are also reminded that those in need of nourishment are often in need of basic hygiene items that are rarely donated. This donation program gives us all the opportunity to shed light on that big issue while filling a void in our food banks.”

This year, Southeastern Grocers has donated more than 15.2 million pounds of food to Feeding America and hosted 9 pop-up mobile food pantries in the communities it serves. The grocer also wants to help fight the additional hardship families face in purchasing household items. The funds raised and product donated will directly benefit the one in three low-income American families who struggle to afford basic non-food household goods – including products related to personal care.

Craig Baranyk, Vice President Sales, Consumer Business USA at Kruger Products, said, “At Kruger, we are deeply committed to environmental sustainability and giving back to local communities. It’s an honor to rollout this program with Southeastern Grocers, and we are confident the strength and soft hearts of this community will help us provide strong, soft bath tissue to comfort and support many households in need.”

Government funded food assistance programs do not cover the purchase of personal care items like toilet tissue,¹ and it is reported by Feeding America that the inability to afford basic essentials places an emotional strain on parents and adults. Many individuals express concerns about their household health and hygiene; nearly 50 percent of low-income families have reported that they often worry about whether they can meet the needs of their children. Others feel they cannot promote healthy habits with

¹ <https://www.feedingamerica.org/sites/default/files/research/in-short-supply/in-short-supply-executive.pdf>

their children because they lack basic household essentials at home.²

Kruger Products offers White Cloud bath tissue in all BI-LO and North Florida Winn-Dixie stores, and customers will now have the opportunity to purchase a club pack size at an affordable price. White Cloud is a high-quality bathroom tissue known for its strength, durability and softness.

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.harveyssupermarkets.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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For SEG interviews, or images contact:

Kaley Shaffer

Sr. Manager, Consumer Communications and Community Affairs

Mobile: (904) 612-9441

media@segrocers.com

² <https://www.feedingamerica.org/about-us/press-room/new-study-reveals-many-american-families-struggle-to-afford-basic-personal-care-items-and-household-goods>