



## PRESS RELEASE

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### **FOR IMMEDIATE RELEASE**

#### **Southeastern Grocers expands e-commerce to Louisiana with online marketplace partnerships** *Expansion includes added convenience of online orders for the same price as shopping in store*

**NEW ORLEANS, La. (Nov. 6, 2019)** – Today, Southeastern Grocers (SEG), parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, announces an expansion of e-commerce shopping technologies to include online ordering and grocery delivery service for Louisiana customers in partnership with online grocery marketplace leaders Instacart and Shipt.

Winn-Dixie customers can visit [winndixie.com/shoponline](http://winndixie.com/shoponline) to conveniently order groceries online. To celebrate this expansion, first time customers of Winn-Dixie and Instacart can visit and enter the code “HiWinnDixie10” at checkout for \$10 off their first delivery order of \$35 or more.<sup>1</sup> Additionally, from Nov. 1-12, Shipt members who place a Winn-Dixie order of \$80 or more will receive a \$10 credit on their next Shipt purchase.<sup>2</sup>

Winn-Dixie recognizes the importance of addressing the changing needs of traditional grocery shoppers. The expansion of e-commerce to Winn-Dixie locations throughout Louisiana takes into consideration the evolving needs and diverse shopping preferences of modern day customers aiming to balance busy lifestyles. With this new innovation, Louisiana customers will have the added convenience of placing online orders for an assortment of groceries and household staples at the same price of purchasing items in the store. This added service allows customers to purchase fresh produce, meat and seafood, health and beauty goods, pet products, consumable baby items and more.

**Andrew Nadin, EVP and Chief Customer Officer for Southeastern Grocers, said,** “We are always looking for additional opportunities to meet the evolving needs of our customers in each community we serve. As we embrace digital advancements, we are excited to expand our e-commerce partnerships to offer added conveniences for Louisiana shoppers. Partnering with marketplace leaders will provide our customers with simple options for the same quality products and value, which will help make their lives a little easier.”

As Winn-Dixie continues its commitment of offering the best service to customers, e-commerce technologies provide an added resource to tackle complex 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 Southeastern Grocers 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 the store is to save time.

<sup>1</sup> Offer valid until 12/31/2019 at 11:59 p.m. PST. Offer valid on first-time orders made through Instacart of \$35. One offer per account only. Discount will be applied to the total purchase price for all non-alcohol products, and excludes taxes, tips and/or fees. Delivery subject to availability. Not available in all zip/post codes. See additional terms: [inst.cr/promo-terms](http://inst.cr/promo-terms)

<sup>2</sup> Order of \$80+ must be placed for delivery from Winn-Dixie by 11/12/19 to qualify for \$10 credit, which expires 30 days after qualifying order is placed and can be applied to any order from Shipt. Limit one \$10 credit per member. Offer valid for a limited time and is subject to change.

(more)

The expansion of e-commerce into the Louisiana market is another example of how the neighborhood grocer is listening to customers and catering to the unique needs of each community. This program has officially launched in Louisiana stores in locations including Baton Rouge, Covington, Mandeville, New Orleans, Slidell, the Westbank and other areas.

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#### **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](http://www.bi-lo.com), [www.frescoymas.com](http://www.frescoymas.com), [www.harveysupermarkets.com](http://www.harveysupermarkets.com) and [www.winndixie.com](http://www.winndixie.com).

#### **About Instacart**

[Instacart](http://www.Instacart.com) is a North American leader in online grocery and one of the fastest growing companies in e-commerce. Instacart's same-day delivery and pickup services bring fresh groceries and everyday essentials to busy people and families across the U.S. and Canada in as fast as an hour. Instacart has partnered with more than 300 beloved national, regional and local retailers to deliver from nearly 25,000 stores across more than 5,500 cities in North America. The company's cutting-edge enterprise technology also powers the e-commerce platforms of some of the world's biggest retail players, supporting their white-label websites, applications and delivery solutions. Instacart offers an [Instacart Express](http://www.Instacart.com) membership for unlimited free delivery on orders over \$35. For more information or to start shopping, visit [www.Instacart.com](http://www.Instacart.com).

#### **About Shipt**

Shipt brings the store to your door. Through a community of Shipt Shoppers and a convenient app, Shipt provides personal shopping and delivery to members for \$99 per year. Available to 70% of households in more than 5,000 U.S. cities, Shipt Shoppers go above and beyond for members, communicating in real time about preferences and substitutions. A curated marketplace of retailers, Shipt offers members access to a variety of stores and product categories including fresh foods, household essentials, wellness products, and pet supplies. Shipt is an independently operated, wholly owned subsidiary of Target Corp. Founded and headquartered in Birmingham, Alabama, Shipt also maintains an office in San Francisco. For more information, visit [Shipt.com](http://Shipt.com).

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