



PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY BUILDING 200 | JACKSONVILLE, FLA. 32256 | (904) 783-5000

FOR IMMEDIATE RELEASE

Southeastern Grocers' BOGO Bonanza launches with over 600 items

Grocer lassos iconic TV show theme to corral big value in stores

JACKSONVILLE, Fla. (June 1, 2016) – No television show has a theme song that evokes the imagery of blazing a new path more than the legendary series Bonanza, and now Southeastern Grocers is featuring the show's iconic tune to draw consumers to the more than 600 buy-one-get-one offers as part of its BOGO Bonanza campaign.

The BOGO Bonanza campaign aims to deliver an unparalleled value on the quality products that are most important to customers, such as high-volume household essentials. The BOGOs will be featured throughout all stores in branded bins – enabling customers to conveniently shop the BOGO bins.

"We've seen a tremendous amount of traction with BOGO Bonanza since April when we launched 100s of BOGOs across the store," said Sharry Cramond, EVP for Marketing and Communications, at Southeastern Grocers.

"Our customers are looking for great value, and the BOGO Bonanza campaign is part of our continued efforts to listen to our customers, and give them what they want – in convenient and creative ways. What better way to communicate the scale of offers across the store than through one of the most iconic soundtracks in America, the Bonanza theme song," continued Sharry Cramond.

The launch of BOGO Bonanza is backed by a multi-channel marketing strategy, featuring a high-impact creative campaign including the iconic Bonanza theme song and western-themed BOGO Bonanza tags that will bring the initiative to life.

"With the massive volume of advertising in the market, it's really important to have a creative device that cuts through and captures the attention of your customers," added Cramond.

-(more)-

Home of



Southeastern Grocers, LLC, 8928 Prominence Parkway, Building 200, Jacksonville, FL 32256
Local: (904) 783-5000 Toll Free: 1 (800) 967-9105

www.segrocers.com



Elements of the campaign will be seen across TV, print, digital and PR, to communicate the value proposition. Along with hearing the ear-catching tune on TV, radio and in-store, BI-LO and Winn-Dixie shoppers will find their favorite BOGO items clearly marked with BOGO Bonanza shelf tags throughout the store.

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, Harveys and Winn-Dixie grocery stores, is the second-largest supermarket in the Southeast based on store count. The company employs nearly 60,000 associates who serve customers in approximately 750 grocery stores, 140 liquor stores and 500 in-store pharmacies throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Harveys and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and loyal associates, and strong commitments to providing the best possible quality and value to customers. For more information, visit www.bi-lo.com, www.harveyssupermarkets.com and www.winndixie.com.

###

For SEG interviews or additional product images, contact:

Southeastern Grocers Media Line
904-370-6029
media@segrocers.com

Contacts
Southeastern Grocers, LLC
Zack Bingham
Senior Director, Communications
904-370-6029
media@segrocers.com