

FOR IMMEDIATE RELEASE

Southeastern Grocers Prices go even further Down with Deep Discounts

Prices on more than 400 regularly purchased items at BI-LO and Winn-Dixie are going down up to 50 percent

JACKSONVILLE, Fla. (Jan. 6, 2016) – Southeastern Grocers, parent company of BI-LO and Winn-Dixie, is cutting the cost of living for customers – by dropping the prices on hundreds of groceries the customers buy most. The grocery chain’s newly launched ‘*Down Down*’ pricing program is based on a commitment to lower prices by bringing prices down and keeping them down.

“We know that almost one in five people in the Southeast are relying on food subsidies to feed their families every week. It is therefore not surprising that our customer surveys report that ‘affordable prices’ is the most important requirement from a grocery store,” said Ian McLeod, President and CEO of Southeastern Grocers.

“We are committed to build a deeper sense of trust with our customers, and unveiling the long-term Down Down pricing campaign is a demonstration of just how serious we are about giving our customers lower prices.”

Down Down follows the company’s recent launch of New Regular Prices, which reduced the prices of favorite grocery items. The *Down Down* program will apply to over 400 frequently purchased items. That will be on top of more than 3,000 New Regular Prices already lowered.

“Savings are so significant that a family shopping at BI-LO or Winn-Dixie will now save over \$700 this year as a result of these lower prices. This is a meaningful difference for any household budget,” said Ian McLeod.

From today, Southeastern Grocers is dropping prices by up to 50 percent on over 400 pantry essentials, including bread, chicken, fresh produce, dairy, meat, dry, frozen and home goods.

- **Sanderson Farms Chicken Breast was \$4.00/lb, now \$2.50/lb**
 - **Reduction: 38%**
- **Winn-Dixie or Southern Home Granulated Sugar (4lb) was \$2.35, now \$2**
 - **Reduction: 15%**
- **Winn-Dixie or Southern Home Crinkle Cut French Fries (8oz) was \$2.99, now \$2**
 - **Reduction: 33%**

(more)

Home of



Southeastern Grocers, LLC, 5050 Edgewood Court, Jacksonville, FL 32254
Local: 904-783-5000 Toll Free: 1-800-967-9105

www.segrocers.com

Customers can easily pinpoint the many deeply discounted items by looking for the Big Red (helping) Hand throughout the store and be reassured this price will not change for at least six months.

-end-

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, Harveys and Winn-Dixie grocery stores, is the fifth-largest supermarket chain in the U.S. and the second-largest supermarket in the Southeast based on store count. The company employs more than 66,000 associates who serve customers in approximately 756 grocery stores, 145 liquor stores and 504 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, please visit www.bi-lo.com, www.harveysupermarkets.com and www.winndixie.com.

For SEG interviews or additional product images, contact:

Southeastern Grocers Media Line

904-370-6029

media@segrocers.com