



PRESS RELEASE

HARVEYS SUPERMARKET | 8928 PROMINENCE PKWY., BLD. 200 | JACKSONVILLE, FLA. 32256 | 904-783-5000

FOR IMMEDIATE RELEASE

Southeastern Grocers Reveals Innovative Store Concept

New Harveys Supermarket to open first North Carolina location in Charlotte

CHARLOTTE, N.C. (July 19, 2016) – Southeastern Grocers, the parent company of BI-LO, Harveys and Winn-Dixie stores, will unveil its new Harveys Supermarket store concept tomorrow during a ribbon cutting ceremony at 10 a.m. in its former BI-LO location at 1620 Ashley Rd. With a focus on great value, stunning quality food and serving with personality, this store has been tailored to the Charlotte community and continues Southeastern Grocers' extensive store remodel program for 2016.

Despite the fact that Harveys has more than 90 years of heritage in the Southeast, this will be the first Harveys store to open in North Carolina. The store reflects the supermarket's commitment to meeting the unique tastes and needs of the communities in which it operates.

Ian McLeod, President and CEO of Southeastern Grocers said, "Charlotte is a vibrant city that is growing and changing quickly, and we recognized an opportunity to provide a fresh store for this community.

While our store is undergoing dramatic changes and improvements, our commitment to providing great value and service to our customers will remain our top priority, as we continue to invest in lower prices and new jobs for Charlotte."

The refreshed Charlotte location offers enhancements throughout the new and improved Harveys store, including:

- More than 450 Southern Home products are now priced, "Low and Staying Low," easily found in store with a distinctive bright yellow thumbs-up sign.
- New \$1 Zone within the store, with savings on more than 650 popular items for only \$1, including beverages, canned goods, cleaners, meals, greeting cards, baby and health items.
- Brand new hot wing bar featuring 8 delicious flavor varieties including, buffalo ranch, mojo, salt and vinegar, ranch, teriyaki, BBQ, buffalo and fried wings.
- Refreshed produce department featuring stunning-fresh quality produce from farmers throughout North Carolina.
- Locally-made grocery favorites including, Neese's Country Sausage, Ruth's Pimento and Chicken Salads, King Cliff BBQ and Steak Sauce, Two Brothers brand barbecue and Cool Beans Caviar in Charlotte.
- An expanded meat department with new smoked meats and value meat selections – larger packs and better value!
- Expanded health and beauty care section with more than 250 new products to save customers a trip to the salon or barber shop.
- New "Pick 5" with more than 75 items to choose from, including fresh and frozen meats, for only \$19.95, a 25% average discount!

The new Harveys store will also unveil a new pricing campaign called "Low and Staying Low." Similar to the Down Down campaign known by the BI-LO shoppers in Charlotte, prices have been marked down on the products that customers shop the most – and the prices are staying low for at least six months.

Any products that were on the Down Down pricing have been converted into the Low and Staying Low program, and shoppers at the new Harveys will actually benefit from an additional 350 products being marked down, for a total of more than 850 products offered at reduced price for at least six months.

While many things are changing, some of the community's favorite things about BI-LO are staying the same in the store.

- The BI-LO BONUSCARD rewards program is still valid for all participating customers. Customers can still earn rewards by shopping at the store and won't see any changes in their fuelperks! rewards.
- There will be plenty of familiar faces. All of the store associates are remaining at the store in addition to more than 40 newly-hired associates.
- BI-LO's Southern Home products are remaining in the store, so customers will benefit from the products they already know in addition to a great selection of new products.

The Harveys Supermarket will be launched on July 20, 2016 at 10 a.m. by:
Southeastern Grocers President and CEO Ian McLeod
1620 Ashley Road, Charlotte, N.C. 28208

The first 500 customers will receive a free 12-pack of their favorite Chek Soda flavor and Harveys reusable bag. Customers can also sample delicious food from local vendors and groove to the sounds of local favorite, Regenci Motown Band, as they check out Harveys new look, expanded offerings and savings.

The new Harveys Supermarket, located at 1620 Ashley Road, will be open seven days a week from 7 a.m. – 11 p.m. and offers free Wi-Fi.

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.harveysupermarkets.com and www.winndixie.com.

###

For SEG interviews or images, contact:

Michelle Lisotto
(423) 309-6424 cell
MichelleLisotto@segrocers.com