

FOR IMMEDIATE RELEASE

Winn-Dixie Announces Partnership with LSU Tigers

Partnership compliments grocer's 60 year heritage in Louisiana

BATON ROUGE, La. (Sept. 7, 2017) – Southeastern Grocers, parent company to BI-LO, Fresco y Mas, Harveys and Winn-Dixie stores, has signed a new sponsorship agreement with LSU Athletics.

With 42 locations across the state, Winn-Dixie has been a proud member of the Louisiana community for over 60 years.

Trey Edwards, Regional Vice-President for Winn-Dixie Louisiana said, “We are proud of our rich history in Louisiana and our passion for this region extends beyond the grocery business. Southeastern Grocers knows customers in Louisiana are proud of their LSU Tigers and their 47 team National Championships, and we’re excited to have the opportunity to officially be a part of the LSU family.”

Southeastern Grocers has a long-term commitment to fuel, coach and inspire physical activity and healthy lifestyles throughout the Southeast with the SEG Sports initiative. Through this initiative, Southeastern Grocers supports communities its stores serve through its college sports partnerships with the Clemson University Tigers, Florida State University Seminoles, University of Alabama Crimson Tide, University of Florida Gators and University of South Carolina Gamecocks and now, Louisiana State University.

Ward Wyatt, General Manager for LSU Sports Properties said, “We are very proud to have Winn-Dixie as an Official Partner of LSU Athletics. It is a great fit for LSU Athletics to partner with Winn-Dixie because of their presence within the Baton Rouge community and across the state of Louisiana.”

In addition to its new partnership, the company recently began remodeling its location on Burbank Drive to introduce the Baton Rouge community to a new and improved shopping experience. The store will be celebrated in late September and shoppers will immediately notice the enhancements throughout the store tailored specifically to college students and fans, including a beer cave, sushi counter, tailgating items and more.

About Winn-Dixie

Founded in 1925, Winn-Dixie employs more than 35,000 associates who serve customers in grocery stores, liquor stores and in-store pharmacies throughout the five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi. For more information, please visit www.winndixie.com and www.segrocers.com. Winn-Dixie Stores, Inc. is a subsidiary of Southeastern Grocers, which is the second-largest supermarket chain in the Southeast based on store count.

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, Fresco y Más, Harveys and Winn-Dixie grocery stores, is the fifth largest conventional supermarket in the U.S. The company employs more than 50,000 associates who serve customers in grocery stores, liquor stores and in-store pharmacies throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Fresco y Más, 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.frescoymas.com, www.harveyssupermarkets.com and www.winndixie.com.

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