



PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY BUILDING 200 | JACKSONVILLE, FL 32256 | 904-783-5000

Southeastern Grocers awarded high honors at 2017 World Dairy Expo

Award-winning ice cream and cheese offered at BI-LO, Fresco y Más, Harveys and Winn-Dixie

JACKSONVILLE, Fla. (Oct. 25, 2017) – Southeastern Grocers LLC, parent company of BI-LO, Fresco y Más, Harveys and Winn-Dixie grocery stores, received high honors for three ice cream flavors and two cheese varieties from its SE Grocers private label product line from the Wisconsin Dairy Products Association during the 2017 World Dairy Expo Championship Dairy Product Contest.

Competing against dairy industry leaders across North America, SE Grocers scooped up ice cream and churned out cheese awards ranked in the below categories:

- First Place – Raspberry Cone Crunch Ice Cream (Category: Open Class Flavored Fruit)
- Second Place – French Vanilla Ice Cream (Category: French Vanilla)
- Third Place – Chocolate Ice Cream (Category: Regular Chocolate)
- Second Place – Swiss Chunk Cheese (Category: Swiss)
- Third Place – Cracker Cuts Colby Jack Cheese (Category: Colby/Monterey Jack)

Scott Morris, Executive Vice President of Merchandising at Southeastern Grocers, said, “It’s an honor to be recognized at a national level among other leaders in the dairy industry. We’re proud of our award-winning ice creams and cheeses, which represent robust flavors, rich texture and quality ingredients at an affordable price for our customers to enjoy.”

The five award-winning SE Grocers products may be purchased at all BI-LO, Fresco y Más and Winn-Dixie locations along with most Harveys Supermarkets throughout the Southeast.

This marks the third consecutive year Southeastern Grocers has been recognized by the Wisconsin Dairy Products Association, with top prizes awarded for Prestige French Vanilla in 2016 and Prestige Coconut Almond Fudge in 2015. The 2017 World Dairy Expo was held in Madison, Wisconsin on May 3-7, 2017 and serves as a forum for dairy producers, companies, organizations and other dairy enthusiasts to come together to compete, and to exchange ideas, knowledge, technology and commerce.

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.harveysupermarkets.com and www.winndixie.com.

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