

FOR IMMEDIATE RELEASE

**Southeastern Grocers Feeds Hungry Families this Thanksgiving
Donating more than 1,000 Turkeys to Feeding America Food Banks**

- Southeastern Grocers, parent company to BI-LO, Harveys, Fresco y Más and Winn-Dixie stores, is donating more than 1,000 turkeys to Feeding America affiliates throughout its footprint.
- The donation will provide almost 10,000 Thanksgiving meals to feed people supported by nearly 2,000 local partner food agencies.
- Customers can buy one Frozen Honeysuckle White Turkey of any size for \$6 this weekend only, **Nov. 19-20, 2016** with a purchase of \$30 or more.

JACKSONVILLE, Fla. (Nov. 18, 2016) – Southeastern Grocers is donating more than 1,000 turkeys to Feeding America affiliates throughout the Southeast to help feed the one in eight people who will struggle with hunger this Thanksgiving.

The approximately 11,000 pounds of turkey can provide almost 10,000 much needed meals to hungry families throughout the BI-LO, Harveys and Winn-Dixie footprints.

Ian McLeod, President and CEO of Southeastern Grocers said, “This Thanksgiving we wanted to do our part to help provide the most important piece of the Thanksgiving meal to adults, children and families facing hunger in our communities this holiday.”

“Our customers showed us how much they appreciate affordable Thanksgiving prices when we sold 10 million pounds of turkey last Thanksgiving. We remain committed to delivering great value and to making Thanksgiving less stressful and more enjoyable for all of our customers this year as well,” said Ian McLeod.

As well as caring for those in need, Southeastern Grocers is looking after its customers this Thanksgiving.

This Saturday and Sunday only, **Nov. 19-20, 2016**, BI-LO, Harveys and Winn-Dixie customers can purchase one Frozen Honeysuckle White Turkey of any size or weight for only \$6 when customers spend \$30 of their Thanksgiving shopping with BI-LO, Harveys and Winn-Dixie, while supplies last.

Customers will have the opportunity to pick out their own personal high-quality, Grade A Turkey from a variety of sizes, all for one low price.

The average weight of a Thanksgiving turkey is 15 pounds – costing customers only 40 cents per pound. This means at only \$6, customers will be able to buy a 24-pound turkey for only 25 cents per pound.

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Customers can spend more time with family and less time shopping around for all of their grocery needs. At BI-LO, Harveys and Winn-Dixie stores, Thanksgiving essentials are available at a lower price, such as sweet potatoes, greens, Stove Top Stuffing, Land O Lakes Butter, Swanson Broth or Stock, 8-inch sweet potato, pumpkin, cherry or pecan pie from the bakery and much more.

Chef Curtis Stone's Thanksgiving Feast is available for customers looking for delicious and convenient recipe options this Thanksgiving. The fresh ingredients and easy directions for his original Turkey with Sage-Brown Butter Gravy, delicious sides and dessert are available both at BI-LO, Harveys and Winn-Dixie stores and website.

All BI-LO, Harveys and Winn-Dixie stores will open at their normal hours and close at 4 p.m. on Thanksgiving Day. Customers can buy one (1) Frozen Honeysuckle White Turkey of any size for \$6 this weekend only, **Nov. 19-20, 2016** with a qualified purchase of \$30 or more.

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, Fresco y Más, 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 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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