



## NEWS RELEASE

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

### **FOR IMMEDIATE RELEASE**

## **Southeastern Grocers Honors Veterans and U.S. Military through All for Honor Campaign**

- Southeastern Grocers launches All for Honor campaign to recognize active military and veterans with 10 percent discount on qualifying grocery purchases this Veterans Day, Nov. 11, 2017.
- More than 2.6 million active and retired military men and women live in the seven states Southeastern Grocers serves.
- 80 percent of surveyed Southeastern Grocers associates have served or have a family member who has served our country.
- Southeastern Grocers, together with its collegiate partners and the United Service Organizations (USO), will donate 1,000 football tickets to veterans and their families.

**JACKSONVILLE, Fla. (Nov. 7, 2017)** – In celebration of U.S. veterans, Southeastern Grocers, parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores, will honor active military and veterans with a 10 percent discount on qualifying grocery purchases this Veterans Day, Nov. 11. The grocer has also partnered with the United Service Organizations (USO) to donate more than 1,000 college football tickets to military veterans and family members.

The southeast has some of the highest military veteran populations in the country, with more than 2.6 million active and retired military men and women living in the seven states Southeastern Grocers serves. Military affiliation is an integral part of Southeastern Grocers' culture, as 80 percent of surveyed associates have served or have a family member who has served our country.

**Anthony Hucker, President and CEO of Southeastern Grocers said,** "Southeastern Grocers has a strong commitment to support our military heroes. Together with our customers and associates, we have contributed over \$8 million to honor and give thanks to our military and their families for the sacrifices they make for our nation and freedom. This Veterans Day, we will be showing our gratitude for our honorable servicemen and women by offering a 10 percent discount on groceries."

In addition to offering all active duty and veteran customers a 10 percent discount on qualifying grocery purchases this Veterans Day, Southeastern Grocers will provide 1,000 veterans and their family members with a meaningful and memorable experience of football in the southeast, in partnership with the USO and the grocer's collegiate partners. The SEG Sports community ticket donation is aimed to continue the company's support for veterans by offering a game day experience and special trip to visit the local university.

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Southeastern Grocers helps support the communities it serves through its college sports partnerships with the University of Alabama Crimson Tide, Louisiana State University Tigers, Clemson University Tigers, Florida State University Seminoles, University of Florida Gators and University of South Carolina Gamecocks. The grocer plans to continue sharing meaningful sport experiences with customers and families throughout the Southeast.

**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](http://www.bi-lo.com), [www.frescoymas.com](http://www.frescoymas.com), [www.harveysupermarkets.com](http://www.harveysupermarkets.com) and [www.winndixie.com](http://www.winndixie.com).

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