

FOR IMMEDIATE RELEASE

Southeastern Grocers Brightens Futures for Military Families with \$1.5M Donation to Folds of Honor *Community donation program will provide 300 educational scholarships to military legacies*

JACKSONVILLE, Fla. (July 14, 2021) – Southeastern Grocers Inc. (SEG), parent company and home of Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, today announces the donation of \$1.5 million to Folds of Honor to help provide educational scholarships to the spouses and children of America’s fallen and disabled service members. This significant donation is made possible through contributions from valued partners and generous in-store customer donations, as well as the grocer’s charitable foundation.

The six-week community donation program kicked-off with a \$50,000 donation from world-class chef Robert Irvine through The Robert Irvine Foundation in partnership with Coca-Cola. From May 26 – July 4, Fresco y Más, Harveys Supermarket and Winn-Dixie customers were invited to round up their total grocery bill to the nearest dollar or make a donation of their choice at check out in honor of United States military heroes and their loved ones. Inspired by the outpouring support of the community, the grocer’s charitable foundation, SEG Gives, also made a \$500,000 donation to the program to provide an additional 100 scholarships.

Anthony Hucker, President and CEO of Southeastern Grocers, said, “At Southeastern Grocers, we are devoted to our local communities and passionate about giving back to those who have given so much for our freedoms. Through our continued partnership with Folds of Honor, we are able to make a lasting impact in the lives of local military service families by helping educate our nation’s future. It’s an honor that we take great pride in, and we are pleased to announce that we have donated more than 1,100 educational scholarships to the families of America’s fallen and disabled veterans over the past three years. We believe it’s our duty to pay it forward, and we are extremely thankful to our customers, associates and partners for standing with us in support of Folds of Honor.”

Lt. Col. Dan Rooney, CEO and Founder of Folds of Honor, said, “We are so grateful for our partnership with Southeastern Grocers as they continue to make a positive impact in the lives of our military service families throughout the Southeast year after year. The loyalty and kindness of their customers and community is simply unmatched. More than a thousand lives, families and futures are now changed thanks to America’s most patriotic grocery store.”

During the program, the grocer continued its partnership with country music star John Rich where 10% of proceeds from his Redneck Riviera Whiskey supported the cause. SEG also donated \$1 for every bottle sold throughout the duration of the community donation program. In addition, a portion of proceeds from every bottle of Redneck Rivera’s 1776 BBQ Sauce (Original and Kickin’ Honey) sold in stores benefitted Folds of Honor. Vendor partner Tito’s Handmade Vodka also pledged \$1 to Folds of Honor for each bottle sold during

the month of May. These generous donations expanded the grocer's support for the customers, associates and families of those who have served, continue to serve or have made the ultimate sacrifice for our country.

Every cent donated during the campaign will go directly to Folds of Honor to provide 300 educational scholarships for spouses and children of America's fallen and disabled service members. Scholarships awarded through Folds of Honor provide private education tuition and tutoring for children in grades K-12, along with higher education tuition assistance for children, spouses and dependents.

Since 2018, SEG has donated more than \$5.5 million to Folds of Honor, which has provided more than 1,100 educational scholarships to the children and spouses impacted by a loved one's sacrifice for the United States military. Since 2007, Folds of Honor has awarded approximately 29,000 educational scholarships to spouses and children of America's fallen and disabled service members. Last year alone, Folds of Honor awarded 4,500 educational scholarships throughout the United States, including 874 life-changing scholarships within the five states SEG serves.

About Southeastern Grocers

Southeastern Grocers Inc. (SEG), parent company and home of Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is one of the largest conventional supermarket companies in the U.S. SEG grocery stores, liquor stores and in-store pharmacies serve communities throughout the five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi. Fresco y Más, Harveys Supermarket and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and caring associates and strong commitments to providing the best possible quality and value to customers. For more information, visit www.frescoymas.com, www.harveysupermarkets.com and www.winndixie.com.

About SEG Gives Foundation

SEG Gives Foundation is the charitable arm of Southeastern Grocers Inc. (SEG), parent company of Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores. The SEG Gives Foundation aligns giving with causes that are priorities to the communities SEG serves, including the fight against hunger, support for military service members and their families, relief to those affected by extreme weather and natural disasters and quality educational opportunities for students. Southeastern Grocers strives to be ingrained in its communities and, through the SEG Gives Foundation, better the lives of its customers and neighbors.

About Folds of Honor

Folds of Honor is a 501(C)(3) nonprofit organization that provides educational scholarships to families of military men and women who have fallen or been disabled while on active duty in the United States armed forces. Our educational scholarships support private education tuition and tutoring for children in grades K-12, as well as higher education tuition assistance for spouses and dependents. Founded in 2007 by Lt Col Dan Rooney, a PGA member and F-16 fighter pilot currently stationed at Tyndall AFB Florida as a member of 301st Fighter Squadron who served three tours of duty in Iraq, Folds of Honor is proud to have awarded more than 29,000 scholarships in all 50 states, as well as Guam, Puerto Rico and the Virgin Islands, including more than 4,500 in 2020 alone. For more information or to donate in support of a Folds of Honor scholarship, visit www.foldsofhonor.org.

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