



FOR IMMEDIATE RELEASE

Southeastern Grocers Celebrates Black History Month with Community Donation Program

Grocer advocates for equity with grant program for organizations supporting minorities

JACKSONVILLE, Fla. (Feb. 2, 2021) – To celebrate Black History Month, Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, together with the SEG Gives Foundation, announces a community donation program benefiting the Romay Davis Belonging, Inclusion and Diversity Grant Program. The grant program supports nonprofits in the fight for racial equity and social justice, and addresses racial disparities in education, food insecurity and health care.

Beginning Feb. 3 through March 2, customers at all BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores can make donations to the Romay Davis Belonging, Inclusion and Diversity Grant Program. Customers are encouraged to round up their grocery bills at the register to help support organizations that serve minority sectors of communities throughout SEG's seven-state footprint. The SEG Gives Foundation is contributing an additional \$100,000 donation to the campaign total.

Elizabeth Thompson, Executive Vice President & Chief People Officer for Southeastern Grocers, said, “We are proud to honor Black History Month by recognizing the key contributions of our Black associates, customers, community partners and diverse supplier partners. During the month of February, and all year long, it is our hope that customers are reminded of our rich diversity and sense of unity with each visit to one of our stores. As we reflect on life during this poignant time in history, SEG is poised to continue fostering a culture of belonging, inclusion and diversity, where associates and customers are empowered to be themselves, and where we all embrace our differences as our strongest asset.”

In honor of Black History Month, SEG is also sharing the inspirational story of the Romay Davis Belonging, Inclusion and Diversity Grant's namesake, 101-year-old Winn-Dixie associate Romay Davis. A video tribute highlighting the fascinating life story of Ms. Romay will be released later this month and includes her historic role in serving as part of the first all-Black Women Army Corps unit deployed overseas during World War II, and her thriving 30-year fashion career as a designer and model in New York. Ms. Romay achieved other impressive milestones throughout her accomplished life including earning a master's degree, Black Belt in Taekwondo and much more. SEG hopes the Romay Davis Belonging, Inclusion and Diversity Grant named in her honor inspires the next generation to combat challenges and seize every opportunity.

SEG is a company that proudly reflects the diversity of communities within its footprint. From the products on its shelves to the partnering organizations, the grocer strives to support initiatives and programs to help bridge the gap of racial disparities impacting people of color in larger numbers. In 2020, SEG and the SEG Gives Foundation donated more than \$3.7 million to community partners with missions that aid in supporting diverse populations throughout the Southeast.

In its inaugural year, the Romay Davis Belonging, Inclusion and Diversity Grant Program awarded funds to nine nonprofits committed to taking on racial inequity in education, food insecurity and health care. SEG will begin accepting 2021 grant applications from qualifying organizations later this year. For additional information about the grant, SEG's Inclusion and Diversity Statement and more, visit www.segrocers.com/careers/whychooseus.

About Southeastern Grocers

Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, 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 seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, 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.bi-lo.com, www.frescoymas.com, www.harveyssupermarkets.com and www.winndixie.com.

About SEG Gives Foundation

SEG Gives Foundation is the charitable arm of Southeastern Grocers, Inc. (SEG), parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie 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.

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