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**HARVEYS AND WINN-DIXIE GROCERY STORES REMOVE
FRESH SERRANO CHILE PEPPERS FROM SHELVES
AFTER BAILEY FARMS RECALL**

JACKSONVILLE, Fla. (Oct. 22, 2014) – In response to [an announcement](#) issued yesterday from Bailey Farms, Inc., all Harveys and the majority of Winn-Dixie grocery stores are removing recalled fresh Serrano chile peppers from shelves. The recall excludes Winn-Dixie stores in Miami-Dade, Broward, Palm Beach, Monroe, Martin, Okeechobee and Hendry counties in South Florida.

According to the Bailey Farms release, the company is recalling 6,215 pounds of fresh Serrano chile peppers because they have the potential to be contaminated with Salmonella bacteria that may enter the digestive tract when consumed in contaminated foods and cause abdominal pains and violent diarrhea.

“It is our understanding that no illnesses have been reported to date,” said Brian Wright, vice president of communications and government relations for Bi-Lo Holdings. “Our stores have been notified to remove the product from shelves, and we advise consumers who may have purchased the fresh Serrano chile peppers from any Harveys or the affected Winn-Dixie grocery stores between Oct. 2 and Oct. 21, 2014 to throw the peppers away.”

The peppers that may be contaminated can be identified by the sticker label, which is marked as PLU 4079.

Customers with questions about the recalled products may contact the Bi-Lo Holdings Customer Call Center toll free at 866-946-6349, Mon. - Fri., 8 a.m. - 6 p.m. EDT, and Sat., 8 a.m. - 4 p.m. EDT.

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Bi-Lo Holdings, LLC, parent company of BI-LO, Harveys and Winn-Dixie grocery stores, is the fifth-largest conventional supermarket chain in the U.S. and the second-largest conventional supermarket in the southeast based on store count. The company employs more than 71,000 associates who serve customers in approximately 830 grocery stores and 550 in-store pharmacies throughout the eight southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. BI-LO, 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, please visit www.bi-lo.com, www.harveyssupermarkets.com and www.winndixie.com.

Forward-Looking Statements for Bi-Lo Holdings

This press release includes forward-looking statements about future events, which involve risks and uncertainties. Generally, the words “believe,” “expect,” “intend,” “estimate,” “anticipate,” “project,” “will,” “could,” “may,” “plan,” “potential,” “likely,” “goal,” “target,” “objective,” “outlook,” “seek” and similar expressions identify forward-looking statements, which generally are not historical in nature.

Forward-looking statements reflect our current expectations, based on currently available information, and are not guarantees of performance. Although we believe that the expectations reflected in such forward-looking statements are based on reasonable assumptions, these expectations could prove inaccurate as such statements involve risks and uncertainties, many of which are beyond our ability to control or predict. Should one or more of these risks or uncertainties, or other risks or uncertainties not currently known to us or that we currently deem to be immaterial, materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those anticipated, estimated or projected. For these reasons, we caution you against relying on forward-looking statements, which speak only as of the date on which they are made. Except as may be required by applicable law, we undertake no obligation to update any forward-looking statements to reflect events or circumstances after the date on which they are made or to reflect the occurrence of unanticipated events.

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