



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Southeastern Grocers Reveals Innovative Store Concept

New Harveys Supermarket focuses on value and selection tailored to community

JACKSONVILLE, Fla. (May 3, 2016) – Southeastern Grocers, the parent company of BI-LO, Harveys and Winn-Dixie stores, will unveil its new Harveys Supermarket store concept tomorrow during a ribbon cutting ceremony at 10 a.m. in its former Winn-Dixie location at 1012 Edgewood Ave. This store has been tailored to the Northwest Jacksonville community and continues Southeastern Grocers' strong store remodel program for 2016.

Despite the fact that Harveys, a supermarket with more than 90 years of heritage in the Southeast, has operated stores in Florida since 2003, there has never been a store that looks like this one. The store reflects the supermarket's commitment to meeting the unique tastes and needs of the communities in which it operates.

Ian McLeod, President and CEO of Southeastern Grocers said, "It became clear that this neighborhood was in need of a new and different offering from us. This new Harveys Supermarket offers a wide range of items our customers have asked for as well as better value on the products they purchase most."

Shoppers will immediately notice the enhancements throughout the new and improved Harveys Supermarket, including:

- The first 500 customers will receive a free 12-pack of Chek Soda.
- Over 20 percent of the products are new to the store!
- More than 750 popular products are now priced, "Low and Staying Low," easily found in store with a distinctive bright yellow thumbs-up sign.
- Totally new \$1 Zone within the store, with a great selection of more than 650 popular items for only \$1 each, including beverages, canned goods, cleaners, meals, foil trays, baby and health items.
- A bigger meat department with new smoked meats and value meat selections including expanded pork and poultry options – bigger packs and big value!
- Pick 5 fresh and frozen meats for \$19.95, which equals an average of a 25 percent discount!
- Refreshed produce department with great quality produce from local farmers, such as The Greens King, and their popular chopped collard greens from the Maxville and Starke areas, all at strong market prices.
- Locally made grocery favorites like Jerome Brown BBQ Sauce, Minorcan Datil Pepper Mustard and No Name Sauce.

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- Expanded health and beauty care section with more than 250 new products providing a selection our customers have asked for.
- Brand new café with a new wing bar and fried fish offerings.
- The introduction of more than 1,500 new quality Southern Home exclusive brand products for extra savings and value throughout the store.

While many things are changing, some of the community's favorite things about Winn-Dixie are staying the same in the store:

- There will be plenty of familiar faces. All of the store associates are remaining at the store and the store's leadership team boasts more than 170 years of combined experience.
- The Winn-Dixie rewards program is still valid for all participating customers. Customers can still earn rewards by shopping at the store and won't see any changes in their fuelperks! rewards.

**The Harveys Supermarket will be launched on May 4 at 10 a.m. by:
Southeastern Grocers President and CEO Ian McLeod
1012 Edgewood Ave. (near Commonwealth Ave.)**

Customers can also sample delicious food from local vendors as they check out Harveys new look, expanded offerings and savings.

The new Harveys Supermarket, located at 1012 Edgewood Avenue in the Commonwealth Shopping Center, will be open seven days a week from 7 a.m. - 10 p.m. and will offer free Wi-Fi.

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, 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 approximately 750 grocery stores, 140 liquor stores and 500 in-store pharmacies throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. 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, visit www.bi-lo.com, www.harveysupermarkets.com and www.winndixie.com.

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