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**FOR IMMEDIATE RELEASE**

**Southeastern Grocers Strengthens Partnership with Feeding America  
With Five Cents From Each Loaf of SE Grocers Bread Sold Going to Fight Hunger**

- Food insecurity affects at least **one in eight people** within the United States
- Southeastern Grocers will **donate five cents** to Feeding America food banks from every loaf of SE Grocers sandwich bread purchased in stores through its new SEG Gives hunger relief program through November 2017.
- Southeastern Grocers has donated **nearly 150 million pounds** of food to Feeding America since 2009, resulting in **over 125 million meals**.

**JACKSONVILLE, Fla. (November 29, 2016)** – In honor of Giving Tuesday, Southeastern Grocers (SEG), parent company of BI-LO, Fresco y Más, Harveys and Winn-Dixie stores, announced Feeding America, the largest domestic hunger relief organization, as an official charity partner.

To help fight hunger in the communities it serves, Southeastern Grocers partnered with Feeding America to launch a new SEG hunger relief program; with Southeastern Grocers donating five cents to Feeding America for every loaf of SE Grocers brand sandwich bread purchased by customers.

**Ian McLeod, President and CEO of Southeastern Grocers said,** “One in eight people struggle with hunger in America – many food insecure people fall within our footprint, which is why we are committed to fighting hunger hand-in-hand with Feeding America.”

“Together with over 8,000 food bank partner agencies and food rescue programs across seven states, we are now increasingly committed to supporting people who may not have access to a healthy meal with this new fundraising bread program,” states McLeod.

From now to November 24, 2017, customers can join Southeastern Grocers and Feeding America in fighting hunger and supporting families in need simply by purchasing loaves of SE Grocers Bread at any BI-LO, Fresco y Más, Harveys or Winn-Dixie store. SE Grocers Bread products include:

- White Bread, \$ 1
- 100 Percent Wheat Bread, \$ 1
- Honey Wheat Bread, \$ 1
- Old Fashioned Round Top Bread, \$ 1

- Split Top Bread, \$ 1
- Large Sandwich Bread, \$2.09

As well as the on-pack bread donation program, SEG will continue to contribute significant food donations, with more than 150 million pounds of food, resulting in over 125 million meals being donated through their Food Rescue program since 2009 from BI-LO, Fresco y Más, Harveys and Winn-Dixie stores.

**Matt Knott, President of Feeding America said,** “We are thankful to Southeastern Grocers for its commitment to supporting families in need. Americans who struggle with food insecurity do not have regular access to enough food for a healthy, active life. The SEG program not only helps to bring attention to the issue of hunger in the U.S., but also provides everyone the opportunity to fight hunger in their local communities.”

Customers can also go online to find additional information on the partnership between Southeastern Grocers and Feeding America [www.winndixie.com/feedingamerica](http://www.winndixie.com/feedingamerica), [www.bi-lo.com/feedingamerica](http://www.bi-lo.com/feedingamerica) and [www.harveyssupermarkets.com/feedingamerica](http://www.harveyssupermarkets.com/feedingamerica)

### **About Southeastern Grocers**

Southeastern Grocers, LLC, parent company and home of BI-LO, Fresco y Más, 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 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.harveyssupermarkets.com](http://www.harveyssupermarkets.com) and [www.winndixie.com](http://www.winndixie.com).

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