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**Southeastern Grocers Scoops Up First Place Award
For Prestige French Vanilla Ice Cream**

- Southeastern Grocers' Prestige premium ice cream flavor won the first place award from the Wisconsin Dairy Products Association during the 2016 World Dairy Expo Championship Dairy Product Contest
- Southeastern Grocers' Prestige ice cream only uses the finest ingredients, made with 100 percent fresh milk and cream, with no high fructose corn syrup, no artificial flavors and no artificial colors.
- Southeastern Grocers Prestige French Vanilla ice cream delivers indulgent, rich flavor inspired by classic French custard, perfectly crafted for a smooth, creamy texture.
- Southeastern Grocers Prestige French Vanilla ice cream is voted best in America.

JACKSONVILLE, Fla. (Oct. 4, 2016) – Southeastern Grocers, parent company of BI-LO, Harveys and Winn-Dixie stores, has announced a first place award for its internationally recognized Prestige French Vanilla ice cream flavor. The company accepted the first place award from the Wisconsin Dairy Products Association during the 2016 World Dairy Expo Championship Dairy Product Contest Awards Ceremony in Madison, Wisconsin on October 4, 2016. This marks the second consecutive year Southeastern Grocers has won the first-place award, with Prestige Coconut Almond Fudge taking home the top prize in 2015.

Southeastern Grocers' consumer insights show that quality ingredients and value are of utmost importance to customers when making their ice cream purchases. Prestige French Vanilla ice cream delivers indulgent, rich flavor inspired by classic French custard, prepared with 12 percent butterfat to create a smooth, creamy texture.

Scott Morris, executive vice president of merchandising for Southeastern Grocers said, "It is an honor to receive a first place award for our Prestige French Vanilla ice cream, a true testament to Prestige being a premium brand ice cream. We know our customers are true fans of Prestige French Vanilla ice cream, which is why we work hard to provide them with exceptional, quality ice cream using the finest ingredients for those indulgent moments."

Southeastern Grocers offers more than 20 traditional and innovative Prestige ice cream flavor combinations with the rich, indulgent textures shoppers crave, available at an everyday low price. Prestige is made with 100 percent fresh milk and cream for a rich, creamy texture, with no high fructose corn syrup, no artificial flavors and no artificial colors, so customers can rest assured they are purchasing 100 percent real ice cream.

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.harveyssupermarkets.com and www.winndixie.com.

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