

FOR IMMEDIATE RELEASE



Harveys Supermarket Continues Expansion into the South

Supermarket to debut three new locations in West Florida

- Southeastern Grocers to unveil three new Harveys Supermarket stores in West Florida, growing the banner to 80 stores.
- The new Harveys Supermarket stores are committed to Great Value and Great Prices – that’s a promise.
- Customers will discover over 3,000 items lower in price across the store.

JACKSONVILLE, Fla. (November 6, 2017) – On Wednesday, November 8, Southeastern Grocers, the parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores, will celebrate the completion of three new Harveys Supermarket stores in West Florida. The grocer will open a second store in Tampa, Florida and will expand into Lakeland, Florida with two new locations.

Harveys Supermarket was founded in 1924 in Nashville, Georgia and will now operate 80 stores throughout four southeastern states. In November 2016, the grocer refreshed and re-launched nearly 70 locations which stemmed a new energy for the grocer that has propelled Harveys Supermarket towards significant growth over the past year. In Florida alone, Harveys Supermarket has opened nearly 20 locations, resulting in the creation of hundreds of new jobs and the expansion into six new markets in the last three months.

Anthony Hucker, President and CEO of Southeastern Grocers said, “Harveys Supermarket has thrived over the past year, and we continue to receive an overwhelmingly positive response from our customers. This is no doubt due to the dedication our team has applied to customer listening sessions to truly identify our customers’ needs so we can best tailor each store to provide the service, products and prices our customers in the area desire.”

“At Harveys Supermarket our goal is to provide great prices while continuing to offer great value. We are confident our customers will be able to find great savings on thousands of items in their new Harveys Supermarket, because we are committed to providing multiple savings programs with lower prices on items they buy most.”

Harveys Supermarket continues to excel in a very competitive Florida grocery industry by remaining focused on the grocers’ commitment to the nearly century-long heritage and unwavering customer promise to provide great value, great prices and great service.

Each new location will offer customers an enhanced shopping experience that is customized for their community and complete with products at great prices. Some of the new features and savings opportunities available at all three locations include:

- A new custom façade and vibrant color palate with fresh, contemporary interior signage.
- New \$1 Zone within the store, with savings on more than 1,200 popular items for only \$1, including beverages, snacks, canned goods, cleaners, greeting cards, baby and health items.
- More than 500 products are now priced, “Low and Staying Low,” and are easily found in store with a distinctive bright yellow thumbs-up sign – price guaranteed for at least six months.
- Over 1,500 items across the store are reduced in price – easily identified by the, “Great Low Price” tags – great low prices, whether on-sale or off-sale.
- An expanded meat department with new value meat selections – Big Pack, Big Value!
- “Pick 5” with more than 75 items to choose from, including fresh packaged and frozen meats, for only \$19.95; a 25% average discount!
- Refreshed produce department featuring fresh quality produce from local farmers.

The three new Harveys Supermarket locations will open to all customers on Wednesday, November 8 at 8 a.m.:

- 2630 U.S. Highway 92, Lakeland, FL 33801
- 1305 Ariana St. W., Lakeland, FL 33803
- 7851 Palm River Road, Tampa, FL 33619

A ribbon cutting ceremony leading up to the 8 a.m. opening will be followed by live music and sampling. **The first 500 customers at each store will receive a mystery gift card for the chance to win \$5 - \$500!**

About Harveys Supermarket

Established nearly a century ago by Iris and J.M. Harvey, Harveys Supermarket employs more than 3,600 associates who serve customers in grocery stores and in-store pharmacies throughout the four southeastern states of Florida, Georgia, North Carolina and South Carolina. For more information, please visit www.harveyssupermarkets.com and www.segrocers.com. Harveys Supermarket is a subsidiary of Southeastern Grocers, which is the second-largest supermarket chain in the Southeast based on store count.

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is the fifth largest conventional supermarket in the U.S. The company employs more than 50,000 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 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 loyal 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.

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