



## PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY, BUILDING 200 | JACKSONVILLE, FL 32256 | 904-783-5000

### **FOR IMMEDIATE RELEASE**

## **Southeastern Grocers Donates Nearly \$800,000 to Feeding America®**

*Customers help to raise money for people who struggle with hunger through Five Cent Bread Donation Program*

**JACKSONVILLE, Fla. (Nov. 28, 2017)** – On behalf of their associates and customers, Southeastern Grocers (SEG), parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores, will donate nearly \$800,000 to Feeding America® – an official charity partner – through their year-long Five Cent Bread Donation Program to provide meals that include essential building blocks for growth and nutrition throughout the Southeast.

Customers joined SEG and Feeding America in the fight against hunger by simply purchasing a loaf of SE Grocers own-brand bread in any BI-LO, Fresco y Más, Harveys or Winn-Dixie store. For every loaf of SE Grocers own-brand bread purchased by associates and customers, SEG donated five cents to the Feeding America network of food banks to help fight hunger in the communities they serve.

**Anthony Hucker, President and CEO of Southeastern Grocers said,** “We recognize that the season of giving, especially Giving Tuesday, is the perfect time of year to announce the results of our year-long Five Cent Bread Program with Feeding America, our official charity partner.

“Every cent raised will benefit Feeding America food banks in the communities Southeastern Grocers serves and we want to thank our customers who generously donated to this worthy cause by purchasing our SE Grocers bread in their neighborhood stores.”

**Matt Knott, President of Feeding America said,** “Feeding America is thankful to Southeastern Grocers for its commitment to fighting hunger in the Southeast. The year-long Bread Donation Program helps us achieve our goal of providing more meals to people in need, while also giving SEG associates and customers an opportunity to help support their neighbors facing hunger who may not know where they will find their next meal.”

Since 2009, SEG has provided Feeding America member food banks nearly 176 million pounds of food through their longstanding partnership to help fight hunger and provide over 145 million meals to people in need. SEG is proud to continue to partner with Feeding America, of the nation’s largest domestic hunger-relief organization, to help raise awareness of the important issue of hunger through volunteer efforts and various initiatives to help fight against hunger.

Customers can still find their favorite SE Grocer Bread varieties in their neighborhood BI-LO, Fresco y Más, Harveys or Winn-Dixie stores.

(more)

### **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](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).

### **About Feeding America**

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit [www.feedingamerica.org](http://www.feedingamerica.org), find us on [Facebook](#) or follow us on [Twitter](#).

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