



SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY BUILDING 200 | JACKSONVILLE, FLA. 32256 | (904) 783-5000

FOR IMMEDIATE RELEASE

**Southeastern Grocers Launches New Pet Food Brand:
Whiskers & Tails**

- Southeastern Grocers' Whiskers & Tails new pet food brand is made with high-quality protein, and ingredients that are nutritionally balanced with vitamins and minerals for dogs and cats of all ages – all at a great value.
- Southeastern Grocers' Whiskers & Tails dry food and treats have been taste tested and pet approved, with four out of five dogs preferring Whiskers & Tails Bacon Strips Dog Treats to the national brand.
- Southeastern Grocers' Whiskers & Tails products keep four-legged friends and furry companions happy and healthy in every single stage of their lives, with 18 flavors of wet dog food and six varieties of dry dog food to choose from.

JACKSONVILLE, Fla. (Oct. 5, 2016) – Today, Southeastern Grocers, parent company of BI-LO, Harveys and Winn-Dixie stores, announced the launch of its all-new pet food brand, Whiskers & Tails. The launch includes a variety of wet and dry dog food, as well as treats and biscuits that are packed with high-quality protein and nutritionally balanced with vitamins and minerals – all at a great value.

Southeastern Grocers' new Whiskers & Tails product line includes a variety of flavors and formulas to keep customers' four-legged friends and furry companions happy and healthy in every stage of their lives. Whiskers & Tails dry food and treats have been taste tested and pet approved against national brands, with four out of five dogs preferring Whiskers & Tails Bacon Strips Dog Treats to the national brand.

Scott Morris, Executive Vice President of Merchandising for Southeastern Grocers said, "Pets are more than just animals to our customers; they are cherished family members, which is why Southeastern Grocers is committed to using the highest-quality ingredients in our new pet food product line. The Whiskers & Tails brand will encompass delicious and nutritious products and flavors that pets will love at a value our customers can depend on."

The new Whiskers & Tails pet food line includes:

- 6 varieties of dry dog food
- 18 varieties of wet dog food
- 5 varieties of dog treats and biscuits
- 16 varieties of dog rawhides
- 4 varieties of dry cat food
- 26 varieties of wet cat food
- 5 varieties of cat litter

Customers can now purchase Whiskers & Tails dog food, treats and biscuits at all BI-LO, Harveys and Winn-Dixie stores, and will find cat food and treat varieties starting in November.

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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