



Food Lion Sets **GUINNESS WORLD RECORDS™** Title for Most Bagged Lunches Assembled in One Hour

September 19, 2017

Grocer Raises Awareness for Hunger Action Month During Event; Lunches Donated to Local Food Banks

Public Company Information:

OTCQX: ADRNY

SALISBURY, N.C.--([BUSINESS WIRE](#))--This afternoon, hundreds of Food Lion company leaders and associates gathered in Hot Springs, Va., and packed 10,320 bagged lunches, making Food Lion the **GUINNESS WORLD RECORDS** title holder for the *Most Bagged Lunches Assembled in One Hour*. This effort was part of Food Lion's 60th anniversary celebration and the company's commitment to eliminate hunger through Food Lion Feeds, its hunger-relief initiative.

"At Food Lion, we're honored to celebrate 60 years of feeding, caring and nourishing our communities," said Meg Ham, president of Food Lion. "While I'm proud of what our team accomplished by setting this new **GUINNESS WORLD RECORDS** title, I'm even more excited about the opportunity we have to connect with our neighbors to help fight hunger while drawing attention to an issue facing nearly nine million people in the towns and cities we serve."

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The bagged lunches were donated to two local food banks including the Blue Ridge Area Food Bank and Feeding America Southwest Virginia, and will be distributed to local schools and others in need within the community of Hot Springs, Va. An official **GUINNESS WORLD RECORDS** adjudicator verified the count.

This **GUINNESS WORLD RECORDS** title attempt was part of Food Lion Feeds' commitment to provide 500 million meals to individuals and families in need by the end of 2020. Through Food Lion Feeds, Food Lion is working to create a better tomorrow by uniting with customers and partners to help eliminate the difficult choices many families are forced to make when they are struggling with hunger. Since the launch of Food Lion Feeds in 2014, the grocer has donated more than 320 million meals through associate volunteerism, in-store campaigns, in-store food rescue programs and equipment donations.

To see the moments before, during and after the record-breaking moment, check out Food Lion on Twitter @FoodLionNews or visit Food Lion's [Lion's Tale Blog](#). For more information about Food Lion, visit www.Foodlion.com/feeds.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,100 stores in 10 Southeastern and Mid-Atlantic states and employs more than 63,000 associates. By leveraging its longstanding heritage of low prices and convenient locations, Food Lion is working to own the easiest full shop grocery experience in the Southeast, anchored by a strong commitment to affordability, freshness and the communities it serves. Through Food Lion Feeds, the company has committed to provide 500 million meals to individuals and families in need by the end of 2020. For more information, visit www.foodlion.com.

About Guinness World Records

GUINNESS WORLD RECORDS (GWR) is the global authority on record-breaking achievement. First published in 1955, the iconic annual Guinness World Records books have sold over 138 million copies in over 20 languages and in more than 100 countries. Additionally, the Guinness World Records: Gamer's Edition, first published in 2007, has sold more than 5 million copies to date.

Guinness World Records' worldwide television programmes reach over 750 million viewers annually and more than one million people subscribe to the GWR YouTube channel, which enjoys more than 300 million views per year. The GWR website receives 21 million visitors annually, and we have over 12 million fans on Facebook.

The Guinness World Records commercial sales division provides bespoke consultancy services for some of the world's top brands and agencies to help place record breaking at the heart of their marketing campaigns, employee-engagement programmes, and live and experiential events.

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