



Food Lion to Remodel 23 Stores in Greater Charlottesville, Harrisonburg, Va., Markets

April 9, 2019 at 11:00 AM EDT

\$40 Million Capital Investment to Benefit Customers in Local Towns and Cities

SALISBURY, N.C.--([BUSINESS WIRE](#))--Food Lion has been a good neighbor to customers in the Charlottesville/Harrisonburg, Va., communities for 37 years.

Since 1982, the bond between customers and associates has grown into a strong relationship where residents have depended on their hometown store to nourish their families and be a strong part of the community. To strengthen that unique connection, Food Lion announced today that it is investing \$40 million to remodel 23 stores in 14 towns and cities throughout the Charlottesville, Va., and Harrisonburg, Va., communities.

"Food Lion is proud to have been a part of the many towns and cities we serve throughout the Charlottesville/Harrisonburg market for 37 years and we are even more excited to bring new offerings, services and a new look to these markets," said Food Lion President Meg Ham. "We look forward to making significant investments in our stores, our associates and our communities to offer an enhanced shopping experience. Our mission is to ensure our customers can easily find fresh, quality products to nourish their families at affordable prices every day, delivered with the caring, friendly service they expect from Food Lion every time they shop. We look forward to reintroducing our renovated stores later this summer."

These investments are consistent with Food Lion's "Easy, Fresh and Affordable... You Can Count on Food Lion Every Day!" strategy. Food Lion is also expecting to hire nearly 400 new associates at these stores as part of its commitment to enhancing the customer experience. A complete list of the stores in this market is available [here](#).

Additionally, the stores will offer an expanded variety and assortment of products that are relevant to customers in each community, such as more local, natural, organic and gluten-free items.

All remodeled stores will also feature enhanced customer service as well as an expanded variety of Nature's Promise beef, pork, and poultry – Food Lion's brand of products "free from" unwanted ingredients like artificial additives, preservatives and colors. They are great tasting products that our customers can trust. Additional featured enhancements include:

- Two stores will have walk-in produce coolers designed to keep produce fresher, longer. These stores are in the towns of Ruckersville, Va., located at 136 Cedar Grove Road and Charlottesville, Va., located at 32 Mill Creek Drive.
- In-store made hand-battered fried chicken
- More local products such as craft beer and wine and additional natural and organic varieties
- Select stores will receive in-store cut fruit and expanded seafood selection
- Expansion of categories such as gluten free and international specialty
- Expansion of great priced "grab n go" snacking items
- Expansion of premium and ready to drink coffees

Each of the 23 stores will remain open during their normal business hours during the remodel process. Once complete, these locations will offer fresh, enhanced experiences designed to be easier to navigate and shop so customers can get in, out and on their way quickly. Food Lion will have remodeled 80 percent of its network of more than 1,000 stores across its 10-state operating area once these renovations are complete.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,000 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. Food Lion is a company of Ahold Delhaize USA, the U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit www.foodlion.com.



Contact:

Emma Inman, APR
704-310-3869
Emma.Inman@foodlion.com

Benny Smith, APR
704-310-4077
blsmith@foodlion.com

"Easy, Fresh and Affordable... You Can Count on Food Lion Every Day!"
