



## Food Lion Pilots MVP "Shop & Earn" Personalized Rewards Program in Greensboro, N.C., Market

October 2, 2017

CUSTOMERS CAN NOW EARN MONTHLY MVP PROGRAM REWARDS IN ADDITION TO MVP SAVINGS AND COUPONS

Today, Food Lion has a new way for its customers to receive personalized savings on products and categories they shop the most at Food Lion through its new MVP rewards program, "Shop & Earn." Now available to customers in the greater Greensboro, N.C., market, shoppers can enroll via the grocer's website or Food Lion Mobile App.

"Through the Shop & Earn MVP Customer Rewards Program, we are offering our customers the opportunity to save an average of \$20, or more, each month in our stores in categories they are already shopping in," said Deborah Sabo, Vice President of Marketing at Food Lion. "The more our customers shop at Food Lion, the more they will save. We believe our customers will find tremendous value through these personalized offers based on their shopping behavior."

Shop & Earn is being rolled out to customers in the company's Greensboro, N.C., market following a successful and insightful pilot in the Raleigh, N.C., market earlier this year. Based on customer response and participation, the program will possibly be made available to all Food Lion stores in the future. To enroll, customers should:

1. **Activate:** To activate personalized monthly offers to their MVP card, customers should visit [www.foodlion.com](http://www.foodlion.com) and access the Savings Hub or enroll via the Food Lion Mobile App.
2. **Shop & Earn:** Shop their offers with their MVP card until they reach their goal. Progress can be tracked at [www.foodlion.com/shop&earn](http://www.foodlion.com/shop&earn). Rewards are instantly loaded to their MVP card.
3. **Redeem:** Rewards are automatically redeemed on their next shopping trip.

In addition, new offers will be made available the first of each month. Customers can begin earning rewards on the day an offer is loaded and will have until the last day of the month to earn a reward offer. Earned rewards have until the end of the following month to be redeemed.

Shoppers can easily track their earnings progress on each offer online at [www.foodlion.com/shop&earn](http://www.foodlion.com/shop&earn) or via our new Food Lion mobile app. In addition to viewing their personalized offers and rewards earnings, customers can save even more by also loading digital coupons to their MVP cards. For more information about Shop & Earn, visit [www.foodlion.com/shop&earn](http://www.foodlion.com/shop&earn).

### 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 Delhaize America, a U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit [www.foodlion.com](http://www.foodlion.com).

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Oct. 2, 2017


**FOR IMMEDIATE RELEASE**

**CONTACT:** Christy Phillips-Brown

704-310-2221 

[cphillips-brown@foodlion.com](mailto:cphillips-brown@foodlion.com)

Courtney James

704-310-3768 

[Courtney.james@foodlion.com](mailto:Courtney.james@foodlion.com)

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### Contact:

Christy Phillips-Brown: 704-310-2221; [cphillips-brown@foodlion.com](mailto:cphillips-brown@foodlion.com) or  
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