



Back by Popular Demand: Food Lion Re-Launches Limited Time Original Pumpkin-Flavored Private Brand Products

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GROCER WILL OFFER FALL FAVORITES WHILE SUPPLIES LAST

Beginning today, Food Lion is offering its customers private brand items featuring the most popular flavor of the season: pumpkin. A customer favorite, Food Lion has updated this special flavor assortment to include a few new and exciting items since its launch last year.

Available at all stores while supplies last, shoppers can enjoy these limited time original products at affordable prices in a variety of ways, from coffees and creamers, to oatmeal and yogurt, to ice cream and cookies!

The full list of pumpkin-flavored items includes:

- Pumpkin Ice Cream
- Pumpkin Spice Instant Oatmeal
- Pumpkin Muffin Bars
- Limited Edition Pumpkin Spice Black Tea Bags
- Pumpkin Spice Cappuccino Single Serve
- Pumpkin Spice Single Serve Coffee
- Pumpkin Spice Ground Coffee
- Pumpkin Oatmeal Crème Cookies
- Pumpkin Spice Cream Cheese Spread
- Nonfat Greek Pumpkin Yogurt
- Pumpkin Flavored Ice Cream Sandwiches
- Pumpkin Creamer
- Pumpkin Mixed Nut Tray

To access increased savings on these items, customers can visit the MVP Coupon Hub at www.foodlion.com/coupons or scan their MVP card in-store at the grocer's MVP Savings Centers located near the entrance of any Food Lion store.

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.

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