



Food Lion Launches Inaugural Limited Edition Pumpkin-Flavored Private Brand Products in Stores through Nov. 1

October 5, 2016

Now through Nov. 1, Food Lion is offering its customers a wide assortment of private brand items featuring the most popular flavor of the season: pumpkin. This is the first time Food Lion has launched these special flavors for its store brands.

Available at all stores while supplies last, shoppers can enjoy these affordable products infused with this fall favorite in a variety of ways, from cereals, pancakes and coffees, to chips, pretzels and spreads, to ice cream, cookies and candies. Even pets can enjoy a pumpkin treat with Food Lion's Pumpkin-Flavored Dog Biscuits!

The full list of pumpkin-flavored items includes:

- Pumpkin Baking Chips
- TOI Pumpkin Spice Single Serve Coffee
- Pumpkin Ground Coffee
- Pumpkin Pancake/Waffle Mix
- Pumpkin O's Cereal
- Pumpkin Organic Granola Cereal
- Pumpkin Muffin Bars
- Pumpkin Oatmeal
- Pumpkin Cappuccino
- Pumpkin Tea
- Pumpkin Spice Candy Corn
- Milk Choc Pumpkin Spice Bar
- Pumpkin Cheesecake Cookie
- TOI Pumpkin Greek Yogurt
- Pumpkin Cream Cheese Spread
- Pumpkin Ice Cream Sandwich
- Pumpkin Pie Ice Cream
- Pumpkin Tortilla Chips
- Pumpkin-flavored Yogurt Pretzels
- Pumpkin Oatmeal Cookie
- Pumpkin Spice Coffee Creamer
- Nuccina Pumpkin Pie Cookie Spread
- Pumpkin-flavored Dog Biscuits

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 nearly 1,000 stores in 10 Southeastern and Mid-Atlantic states and employs more than 65,000 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 Amsterdam-based Royal Ahold Delhaize Group. For more information, visit www.foodlion.com.

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Contact:

Courtney James: 704-310-3768; Courtney.james@foodlion.com