Food Lion Launches "How Refreshing" Advertising Campaign

April 5, 2016 at 3:29 PM EDT

Campaign Features Strong Focus on Fresh and Affordable Products and Reinforces Company's Low Prices and Easy Shopping Experience

Public Company Information:
NYSE: DEG

SALISBURY, N.C.--(BUSINESS WIRE)--Food Lion debuts a new advertising campaign today, highlighting its fresh and affordable products, low prices and easy shopping experience.

The launch of the spots is aimed at communicating the company's "Easy, Fresh and Affordable…You Can Count on Food Lion Every day!" strategy, which the company unveiled in 2014. Through this launch, the company has made improvements throughout its stores from product assortment expansion including natural and organic, produce, meats and other items, customer-centric training for associates, price investments, store remodels and much more. In addition, the company will feature its 100 percent fresh, or double your money back guarantee, for its fresh produce, meats, deli/bakery and private brand items throughout the campaign.

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"Our customers have told us that they need a grocery store that offers fresh food at an affordable price, and we listened," said Deborah Sabo, vice president of Marketing at Food Lion. "This campaign will bring that to life for them. It will amplify how we bring fresh and affordable together, and how our customers can truly count on us every day to fulfill that need."

The new campaign, called "How Refreshing," will also feature the tagline, "Raising Our Standards Without Raising Our Prices." The commercials will air in a number of Food Lion markets starting today. The fully integrated marketing campaign will also include various print, radio, digital/social, in-store, outdoor advertisements and much more. You can view the commercials at http://newsroom.foodlion.com/multimedia.

"We want customers to know they can count on Food Lion for a fresh and affordable shopping experience and we will deliver on that commitment through quality products at great prices, excellent customer service and convenient locations," added Sabo. "These new advertisements will be extremely relevant to our customer-base during this time and the commercials will set us apart from other grocery retailers."

Food Lion partnered with its advertising agency, Doner, in Detroit, Mich., on the campaign. This is the first new campaign Food Lion has launched with its new agency, which the company announced in December 2015.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has nearly 1,100 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, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG). For more information, visit www.foodlion.com.

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