



Food Lion Customers Can Earn "Berry Nice" \$10 Coupon April 6 through May 3

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Public Company Information:

NYSE: DEG

SALISBURY, N.C.--([BUSINESS WIRE](#))--Beginning this week, Food Lion customers can earn a \$10 coupon in FREE groceries just for shopping at Food Lion using their personal MVP card. The "Berry Nice" promotion runs through May 3 and is an easy way for customers to watch their savings grow at Food Lion.

To earn the \$10 coupon, customers should simply follow these steps:

- Shop **four times** between April 6 and May 3 with their personal MVP card.
- Spend at least **\$50** per shopping trip.
- Earn a \$10 Food Lion coupon at the **bottom of the receipt** after fourth qualifying trip
- Redeem the \$10 coupon during their next shopping trip. Coupons are valid two weeks from the date of issue.

Promotional progress is tracked at the bottom of each receipt. For purchases to qualify for the promotion, customers must use their personal MVP card. The Food Lion MVP card enables customers to take advantage of lower prices available throughout the store. If a customer does not have a MVP card, they can sign up for free in stores or online.

Purchases of pharmacy, alcohol, tobacco, gift cards, lottery, and postage stamps do not count toward the \$50 purchase requirement. Customers can view full details of the "Shop, Track and Receive" promotion online at www.foodlion.com/shoptrackreceive.

Customers can also access increased savings by visiting the newly launched MVP Coupon Hub at www.foodlion.com/coupons or scanning their MVP card in-store at our MVP Savings Centers located near the entrance of Food Lion stores.

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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