



Food Lion Opens New Edenton, N.C., Store April 6

April 4, 2016

Grocer gives first 100 customers \$10 gift cards April 6-9; donates \$2,000 in fresh meals to local feeding agency

Food Lion will celebrate the grand opening of its newest store, located at 300 Virginia Road in Edenton, N.C., on April 6. Beginning when the store opens at 8 a.m. on Wednesday, Food Lion will distribute \$10 gift cards to the first 100 customers each morning through Saturday, April 9.

In addition, coinciding with the grand opening and Food Lion's continued commitment to Edenton and the surrounding area, the grocer will donate \$2,000, or the equivalent of 22,000 meals, to the Food Bank of Albemarle.

"Food Lion has been a proud member of the Edenton community for more than 25 years and we look forward to creating an easier shopping experience for our customers," said Rodney Jackson, Director of Operations for Food Lion, including the Edenton area. "Over the past year, we have listened to our customers in this market and we look forward to bringing an expanded assortment of quality, fresh products to our customers, while keeping the low prices they expect from Food Lion. On behalf of our 130 associates at this store, we want to thank our customers and the entire community for your patience during the new store transition as we bring our new and improved shopping experience to Edenton. We look forward to welcoming you to our new store."

The new store will open to the public at 8 a.m. on April 6 following a ribbon-cutting ceremony where several local dignitaries will be on hand for the grand opening.

Featuring Food Lion's newest format, the new store is easier to navigate so customers can get in and more quickly. It also features a walk-in produce cooler that keeps produce fresher, longer. Additional features of the new store include:

- A new assortment of products with an abundant selection of fresh meat and produce backed by Food Lion's promise of 100 percent fresh or double-your-money-back guarantee
- A dedicated gluten-free section
- A growing selection of Nature's Place beef, pork and poultry items free from unwanted ingredients

In addition to its donation to the Food Bank of Albemarle, Food Lion will provide gift baskets of fresh products and gift cards to show appreciation to those who work tirelessly to serve the Edenton community, including the Edenton Fire Department, Edenton Emergency Services, Edenton Animal Shelter, and John A. Holmes High School, Chowan Middle School, and D.F. Walker and White Oak Elementary schools.

Food Lion's new Edenton store will be open daily from 7 a.m. until 11 p.m.

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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