



## Food Lion Feeds Launches Specially Marked Bagged Apples to Help Provide 1 Million Meals to Families in Need

September 17, 2015 at 8:08 AM EDT

For Every Bag Purchased In-Store Sept. 16 through Oct. 6, Grocer Will Donate Five Meals to Local Food Banks in Partnership with Feeding America

### Public Company Information:

NYSE: DEG

Food Lion is partnering with its customers to help solve hunger by launching specially marked Food Lion Feeds bagged apples for sale in its stores today. In its second year, the bagged apple campaign will help provide 1 million meals to feed families facing hunger in local communities across the grocer's 10-state footprint.

With the sale of each bag through Oct. 6, or while supplies last, Food Lion Feeds will donate five meals to local food banks, in partnership with Feeding America®. The bags will maintain an MVP sale price of \$2.99 throughout the campaign.

Through Food Lion Feeds, Food Lion is working to create a better tomorrow by uniting with customers and partners to help eliminate the difficult choices many families are forced to make when they are struggling with hunger. The specially marked bagged apples are the second of three in-store Food Lion Feeds campaigns in 2015. Through the sale of special Food Lion Feeds reusable bags earlier this year, Food Lion Feeds provided 1 million meals to local food banks in partnership with its customers. The specially marked apples are anticipated to provide an additional 1 million meals\*.

The in-store campaigns support Food Lion Feeds work toward its goal of providing 500 million meals to families in need in its local communities by the end of 2020. \*For more information, visit [www.foodlion.com/feeds](http://www.foodlion.com/feeds).

### About Food Lion

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



### Contact:

Food Lion

Tara Robertson, 704-310-4107

[Tara.robertson@foodlion.com](mailto:Tara.robertson@foodlion.com)

or

Courtney James, 704-310-3768

[courtney.james@foodlion.com](mailto:courtney.james@foodlion.com)