



Food Lion to Host “Frugal Cook-Off” in Charlotte, N.C., on Saturday, Aug. 29

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Charlotte-Area Bloggers Will Compete to Cook Nutritious, Low-Cost Meals

Public Company Information:

NYSE: DEG

Food Lion is challenging Charlotte-area bloggers to compete in the grocer’s “Frugal Cook-Off” on Saturday, Aug. 29, at 11 a.m. The event will be held during the Southern Women’s Show located at the Charlotte Convention Center Hall A at 501 S. College St. on Honeycutt Road in Charlotte, N.C. The participating bloggers will be challenged to create meals for four using a variety of Food Lion’s private brand products, showcasing how to creatively prepare nutritious meals on budget.

“We’re excited for these important influencers to have the opportunity to experience the quality of our Food Lion brand products,” said Dave Bass, Food Lion division vice president and host of the evening’s festivities. “We’re confident that they’ll have a great experience with the products and leave with some delicious, nutritious and low-cost meal ideas to share with their networks.”

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Participants

Charlotte bloggers participating in the cook-off include:

- Kelley of [The Best Crowe's Nest](#)
- Jen of [Peanut Butter Runner](#)
- Katherine of [My Mommy Brain](#)
- Amy of [Atta Girl Says](#)
- Jenny of [The Melrose Family](#)
- K. Elizabeth of [YUMMommy](#)

The Challenge

The bloggers will be divided into two teams of three, and each team will be asked to cook for four adults, on a moment’s notice, with a limited budget. They will only have 15 minutes to plan the meal and shop the Food Lion pantry and 30 minutes to cook and plate their meals.

At the conclusion of the challenge, teams will present their dishes to a judging panel made up of a Charlotte media representative, a non-profit representative and Food Lion leaders:

- Kathleen Purvis – The Charlotte Observer
- Vonda Richey – Second Harvest Food Bank
- Dave Bass – Division Vice President, Food Lion
- Pat Calhoun – Director of Operations, Food Lion

Judges will consider a number of factors, such as meal taste and creativity, to determine a winning team. Each of the winning team members will receive two \$250 Food Lion gift cards. Members of the runner-up team will receive two, \$100 Food Lion gift cards and all participants will go home with a Food Lion gift bag filled with Food Lion store brand products. The winning recipe will be released following the event.

Food not used during the event will be donated to Second Harvest Food Bank of Metrolina.

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. For more information, visit www.foodlion.com.

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