



Food Lion Unveils New Easy, Fresh and Affordable Shopping Experience for Customers in 45 Greater Greenville, New Bern and Jacksonville, N.C., Stores

November 12, 2014

Food Lion has unveiled a new, easier shopping experience for customers in 45 stores in the greater Greenville, New Bern and Jacksonville, N.C., market. The stores have received remodels as part of the grocer's "Easy, Fresh and Affordable...You Can Count on Food Lion Every Day" strategy. A complete list of the remodeled stores is available at www.foodlion.com/newsroom.

"Our customers told us that they want a grocery experience where it's easy to shop, easy to save and easy to figure out what is for dinner tonight," said Meg Ham, president of Food Lion. "In these stores, we've worked to deliver just that. We invite our customers in the greater Greenville, New Bern and Jacksonville area to come out and experience grocery shopping reimagined at Food Lion and let us know what you think."

In celebration of the launch of the new format stores, Food Lion is giving away \$10 gift cards to the first 50 customers at each of the 45 locations every day from Wednesday, Nov. 12, through Saturday, Nov. 15.

Consistent with its focus on eliminating hunger in its local communities, Food Lion Feeds has also donated 225,000 meals, or \$45,000, to the Food Bank of Central & Eastern North Carolina and 49 local feeding agencies in the region to mark the launch of the 45 stores. The donation is part of the grocer's commitment to provide 500 million meals to individuals and families in need by the end of 2020.

New Store Features

The remodeled stores include new features that make shopping and saving easier for customers. Food Lion expanded its selection in stores by adding thousands of new items. The new assortment of products includes a dedicated Gluten Free section, and a wide selection of products important to customers like k-cup coffees, Greek yogurt multi-packs, a new Taste of Inspirations premium line of deli meats and cheeses and a variety of grab-and-go items.

Food Lion has also enhanced its meat department and added new Food Lion Beef. Sealed fresh packaging keeps the USDA Choice Beef fresh longer and is easy to open, leak-proof and freezer-ready. The product contains no additives or preservatives. Select stores in the market will feature Food Lion's new garden cooler, which keeps fruits and vegetables fresher, longer.

Food Lion has also added Daily Dinner Deals, hot meals for families of four for around \$10, offered from 4 to 7 p.m., as well as all-day daily meal deals, in the deli department. The grocer now has a wider variety of grab-and-go items and pre-sliced deli meats and cheeses, which are sliced fresh daily, and available for customers to pick up without waiting in line.

Food Lion also made savings easier to find with new yellow signage and Three Easy Ways to Save: MVP On Sale, Extended Savings and Great Value Every Day. On Sale items are the savings and promotions that Food Lion is known for, including deals from the weekly flyer. Extended Savings are prices reduced for longer on items throughout the store – up to 13 weeks. Great Value Every Day indicates low prices always available on Food Lion private brand items and in-season produce.

Knowing that customers want to get in and out of the store quickly, Food Lion made checkout faster with improved technology, larger display screens so customers can see items and prices as they're scanned and additional associates available to assist and meet the needs of customers.

Food Lion will continue to roll out storewide enhancements in markets over time, including remodels in approximately 150 stores in 2015. The company has not announced the market location at this time.

Serving 10 million customers each week at more than 1,100 locations in 10 states, the company was founded as Food Town in 1957 and still calls Salisbury, N.C., its hometown.

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.

Contact:

Food Lion

"In these stores, we've worked to deliver just that. We invite our customers in the greater Greenville, New Bern and Jacksonville area to come out and experience grocery shopping reimagined at Food Lion and let us know what you think."

Christy Phillips-Brown, 704-310-2221

cphillips-brown@foodlion.com

or

Erin DeWaters, 704-310-2858

erin.dewaters@foodlion.com