



## **Food Lion Feeds Partners with Customers to Help Provide 1.5 Million Meals to Families in Need through Sale of Specially Marked Bagged Apples**

October 14, 2014

Grocer Helps Families Struggling with Hunger in Partnership with the Feeding America® Network of Local Food Banks

Food Lion is proud to announce that it has partnered with its customers to help provide 1.5 million meals to families in need across its 10-state footprint through the sale of specially marked Food Lion Feeds bagged apples. The effort, which began on Sept. 17, helped provide five meals to local food banks each time a customer purchased the specially-marked apples, in partnership with Feeding America®.

"We're incredibly proud and humbled by the support from our customers to help feed families struggling with hunger," said Food Lion President Beth Newlands Campbell. "At Food Lion, we believe no one should have to choose between dinner and paying rent or gasoline and buying groceries. We thank our customers for standing with us to help eliminate some of these tough choices for families in their local communities."

In addition to the approximately 1.1 million meals provided in partnership with its customers, Food Lion made an additional \$50,000 donation, the equivalent of 450,000 meals, to Feeding America. Yakima Fresh/Robinson Fresh, the supplier of the bagged apples, also supported the campaign with a \$25,000 donation to Feeding America, providing the equivalent of an additional 225,000 meals to families in need.

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 were the second of three in-store Food Lion Feeds campaigns in 2014. Through the sale of special Food Lion Feeds reusable bags earlier this year, Food Lion provided 1 million meals to local food banks and Feeding America in partnership with its customers. In November, the grocer will launch "Holidays Without Hunger" food boxes for sale in its stores, which when purchased by customers are donated directly to a local feeding agency.

The in-store campaigns support Food Lion's 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).

### **About Food Lion Feeds**

For more than 50 years, Food Lion has been a strong philanthropic partner in the communities it serves. As a grocer, Food Lion's business is food. The company believes that no one should have to choose between dinner and paying rent or gasoline and buying groceries. Through Food Lion Feeds, Food Lion is working to create a better tomorrow by uniting with customers and partners to eliminate the choices families are forced to make when they are hungry. By the end of 2020, the company has pledged to provide 500 million meals to families in need in its local communities. For more information, visit [www.foodlion.com/feeds](http://www.foodlion.com/feeds).

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