



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

September 17, 2014 at 8:08 AM EDT

For Every Bag Purchased In-Store Sept. 17 through Oct. 7, Grocer Will Donate Five Meals to Local Food Banks in Partnership with Feeding America®

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. The effort 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. 7, or while supplies last, Food Lion 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, just in time for parents to pick up healthy snacks for children back in school. Customers can view this and other promotions in Food Lion's newly re-launched Weekly Flyer at www.foodlion.com/weeklys specials.

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 2014. Through the sale of special Food Lion Feeds reusable bags made available earlier this year, Food Lion will provide 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'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.

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.

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.



Contact:

Food Lion
Courtney James, 704-310-3768
courtney.james@foodlion.com