



Food Lion to Give Away More than 1,000 Grills this Summer Through “Big Bold Summer” Sweepstakes

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Customers Can Enter for a Chance to Win While Saving on Participating Items

Now through July 8, Food Lion is offering one customer at each of its participating stores the opportunity to win a free grill through the grocer’s “Big Bold Summer” Sweepstakes. Ten grand prize winners will also receive free steak for a year.

To enter, customers simply purchase any four participating items in one transaction and scan their MVP card. Participating items are clearly tagged on store shelves and are also listed in a booklet that can be found in stores. The promotion is available at all participating Food Lion stores. There is no purchase necessary, and the official rules, including the participating stores and the free method of entry, can be found at www.foodlion.com/bigboldsummer.

The “Big Bold Summer” Sweepstakes not only offers prizes, but provides savings for customers, as well as recipe ideas for their next summer gathering. Recipes can be found inside the in-store booklet. View the full booklet at <http://foodlion.mediaroom.com/download/Big+Bold+Summer+Sweepstakes+In-Store+Booklet.pdf>.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, now 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. 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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