



## **Food Lion Offering Customers Chance to Name Private Brand Sodas, Win Money, in “You Name It” Contest**

April 18, 2014

Participants May Submit Name Suggestions to Win Up to \$500

Now through April 27, Food Lion customers can name their favorite private brand soda flavors for a chance to win prizes.

To participate, customers should submit their suggested names for Food Lion brand root beer, ginger ale, orange soda, grape soda and fruit punch. One entry per soda per day is allowed in order to offer multiple opportunities to win prizes.

Participants should visit [www.foodlion.com/YouNameItEntry](http://www.foodlion.com/YouNameItEntry) to enter the contest. Five grand prize winners will receive \$500, plus one a one-year supply of free private brand soda. 10 more winners will receive a \$100 Food Lion gift card, as well as a three-month supply of free private brand soda.

Customers will have the chance to vote on their favorite names at [www.Facebook.com/Foodlion](http://www.Facebook.com/Foodlion) from May 7 through May 13.

### **About Food Lion**

Food Lion, based in Salisbury, N.C., is a company of Delhaize America, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG). Food Lion, with a longstanding heritage of low prices and convenient locations, operates more than 1,100 supermarkets in 10 Southeastern and Mid-Atlantic states, and employs more than 62,000 associates. For more information, visit [www.foodlion.com](http://www.foodlion.com).

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