



## Food Lion to Host “Frugal Cook-Off” Challenge in Charleston, S.C., on Wednesday, Feb. 19

February 19, 2014

CHARLESTON-AREA BLOGGERS WILL COMPETE TO COOK NUTRITIOUS, LOW-COST MEALS

Food Lion is challenging eight Charleston-area bloggers to compete in the grocer’s “Frugal Cook-Off” Challenge on Wednesday, Feb. 19, at 6 p.m. The event will be held at Charleston Cooks!, located at the corner of East Bay St. and Cumberland St. in Charleston, S.C. The participating bloggers will be challenged to create meals for a family of four using a variety of Food Lion’s my essentials private brand products, showcasing how to creatively prepare nutritious meals on budget.

“We’re excited for these important influencers to have the opportunity to experience the quality of our Food Lion products,” said Billy Harcum, Food Lion’s director of operations for the South Charleston area and host of the evening’s festivities. “We’re confident that they’ll have a great experience with the products and leave with some delicious, nutritious and low-cost meal ideas to share with their networks.”

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### Participants

Charleston bloggers participating in the cook-off include:

- Megan Baker – [Fried Green Pickles](#)
- Lisa Caplinger – [Charleston Treasures](#)
- Sydney Gallimore – [Queen of the Food Age](#)
- Brittany Greer – [Counting my Cupcakes](#)
- Valerie Kirkland – [LiveFit Journey](#)
- Jessica Paulsen – [Local Goodness](#)
- Katie Perkinson – [The Perks](#)
- Shelby Hanchey – [Recent Somethings](#)

### The Challenge

The bloggers will be divided into teams, and each team will be asked to cook for four adults, on a moment’s notice, with a limited budget. They will only have 45 minutes to cook, with 10 minutes to plan the meal and 10 minutes to shop for cooking items.

At the conclusion of the challenge, teams will present their dishes to a judging panel made up of a Charleston media representative, a non-profit representative and Food Lion leaders.

Judges will consider a number of factors, such as meal taste and creativity, to determine a winning team. The challenge winners will receive two \$250 Food Lion gift cards. All other participants will go home with two \$100 Food Lion gift cards and a Food Lion gift bag filled with my essentials store brand products.

Food not used during the event will be donated to the Lowcountry Food Bank.

### 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 approximately 57,000 associates. For more information, visit [www.foodlion.com](http://www.foodlion.com).

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