



## **Food Lion Offering Customers Up to \$10 in Free Groceries During Store Brand Super Sale**

January 7, 2014

Grocer Offers Savings on More Than 3,500 Store Brand Products through Jan. 14

Now through Jan. 14, Food Lion shoppers can earn up to \$10 in free groceries every time they buy store brand products.

Each time a customer shops at Food Lion during the Store Brand Super Sale and purchases at least four store brand products using their Food Lion MVP card, they earn a money-saving coupon. The coupon is redeemable on the customer's next grocery bill.

Customers receive \$1 in coupons for the first four store brand products they purchase, and 25 cents back for each additional store brand product they buy. Shoppers can purchase up to 40 store brand items to earn a total of \$10 in one shopping trip. The deal can be repeated as many times as desired through Jan 14.

Store brand products included in the super sale include Food Lion brand, my essentials, Home 360, Home 360 Baby, Home 360 Pet, Healthy Accents, Nature's Place and Taste of Inspirations. Customers can view full details of the promotion online at <http://www.foodlion.com>.

This promotion is available in all stores with the exception of Richmond, Va.

### **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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