



## Food Lion Announces Grand Re-Opening of Fully Redesigned, New Format Concord, N.C. Store

December 4, 2013

First 200 Shoppers Receive Free Gift; Daily Prizes and Giveaways Offered to Customers through Dec. 8

### Public Company Information:

NYSE: DEG

Food Lion will hold the grand re-opening of its store at 860 Union Street in Concord, N.C., on Wednesday, Dec. 4 at 8 a.m. The store launches Food Lion's newest format and has been fully redesigned to make grocery shopping easy and convenient for customers.

"I want to personally welcome our customers back to the redesigned Union Street Food Lion and invite them to come in and see the difference the renovation has made," said Store Manager Antoine Grant. "With the new format, our customers have a better selection of products, which helps provide a one-stop shop for all their grocery needs. I want customers to know that they can count on me and the entire Food Lion team to provide an easy, fresh and affordable shopping experience every day."

At this location, Food Lion customers will have access to thousands of new product varieties to make shopping easier, saving both time and money. Additions include easy "grab & go" foods, daily dinner deals offered from 4 p.m. to 7 p.m., an expanded gluten-free section, "\$1 Deals" and new beef in sealed-fresh packaging. Food Lion has also transformed its produce section into a new garden cooler, which keeps fruits and vegetables fresher, longer.

Additionally, the new store builds on Food Lion's promise of ease and convenience for customers through a faster and easier checkout. Food Lion has installed new registers with easy-to-view screens, and it has added a new bagging system where store associates will bag customers' cold and frozen items in easy-to-locate blue bags to make unpacking faster at home. Food Lion has also grouped all of its convenience services together in the front of the store, such as Coinstar, lottery and more.

The company made all of these store changes, while ensuring that customers experience the same low prices that they expect from Food Lion. All of the new store elements are based on customer feedback and will continue to position the company for future success.

As part of the grand re-opening festivities on Wednesday, Dec. 4, the first 200 shoppers will receive a free gift of up to \$20 in free groceries, starting at 7 a.m., followed by an official ribbon-cutting ceremony at 8 a.m. To continue the grand opening celebration, daily giveaways will be offered from Dec. 4 through Dec. 8. During this week, customers can also enter for a chance to win a Food Lion gift card worth up to \$500 or the chance to participate in a 90-second shopping spree, which will be held on December 7.

In celebration of the grand re-opening and the holiday season of giving, Food Lion stocked the pantry at Operation Bread Basket, a local hunger-relief agency in Concord, N.C. The donation is timely given food assistance requests increase during the holidays. Operation Bread Basket received enough food to provide nearly 1,200 meals.

So far this year, the company has donated nearly 30 million meals to local food banks through its hunger-relief efforts, including \$500,000 in gift cards to North Carolina food banks in October.

### 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).

### Contact:

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