



Food Lion to Host “Frugal Cook-Off” Challenge in Roanoke, Va., on Wednesday, Nov. 6

November 5, 2013

Roanoke-Area Bloggers will Compete to Cook Nutritious, Low-Cost Meals

Public Company Information:

NYSE: DEG

Food Lion is challenging eight Roanoke-area bloggers to compete in the grocer’s “Frugal Cook-Off” Challenge on Wednesday, Nov. 6, at 6 p.m. The event will be held at Fork in the City restaurant, located at 551 Marshall Ave. Southwest in Roanoke, Va. Participating bloggers will be challenged to create nutritious, low-cost meals using a variety of Food Lion products including fresh beef and produce and store brand products.

“We’re excited for these important influencers to have the opportunity to experience the quality of our Food Lion products,” said Rob Ward, Food Lion’s director of operations for Roanoke South 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.”

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 Roanoke media, a non-profit representative and Food Lion leaders, including:

- Tony Barbour, writer for The Roanoker Magazine,
- Brian Cowan, Food Lion director of operations for Roanoke North,
- Natalie Faunce, Host of Daytime Blue Ridge on WSLs-TV,
- Pamela Irvine, executive director of Feeding America Southwest Virginia, and
- Peter Vail, vice president of fresh merchandising for Food Lion.

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 and a \$25 gift certificate to Fork in the City. In addition, the winning team’s dish will be featured on the Fork in the City menu the week following the cook-off, as well as on-air on Daytime Blue Ridge on Nov. 15. 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 Feeding America of Southwest Virginia.

The event is open to press. Competing bloggers, as well as judges, will be available for interviews at the event.

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) and operates more than 1,100 supermarkets. The company employs approximately 57,000 associates delivering quality products, low prices and service to customers in 10 Southeastern and Mid-Atlantic states. For more information, visit www.foodlion.com.

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