



Food Lion Hosts “Frugal Cook-Off” Challenge in Baltimore, Md., on Wednesday, July 10

July 10, 2013

Baltimore-Washington Area Bloggers Compete to Cook Wholesome, Low-Cost Meal for Family of Four

Public Company Information:

NYSE: DEG

Food Lion is challenging 12 popular, Baltimore-Washington metropolitan area bloggers to compete in the grocer's second annual “Frugal Cook-Off.” Competitors will create nutritious, low-cost meals for a family of four using Food Lion store brands, as well as fresh produce and meat options available at Food Lion stores.

Media are invited to the private cook-off event, which will be held on Wednesday, July 10, at 6 p.m. at the Talara Restaurant located at 615 President St., Baltimore, Md.

Food Lion will bring together top local bloggers who write about lifestyle, parenting, budgeting and foodie topics and help area moms stay in-the-know about the best deals and useful tips through this event.

The Challenge

The “Frugal Cook-Off” event will challenge bloggers to create and share inexpensive, tasty meal ideas for local residents, especially moms, who may be looking for ways to provide wholesome meals for their families by shopping and saving at Food Lion.

The bloggers will be divided into four teams and each team will be given a unique cooking challenge to complete. Teams will have only 45 minutes to complete their meals. During the event, the bloggers will “shop” for items via an on-site pantry of essential products and will be allowed to use no more than \$15 worth of store brand products, as well as fresh produce and meats available at Food Lion. Food not used during the event will be donated to the Maryland Food Bank.

At the conclusion of the challenge, teams will present their dishes to a judging panel including Talara Executive Chef Kenny Hamilton, Online Guest Judge and Sweepstakes Winner Anna Fernando, Maryland Food Bank Director Leslie Marsiglia, Baltimore Magazine Food and Travel Editor Suzanne Loudermilk and Baltimore freelance writer Stephanie Citron.

Judges will consider a number of factors such as meal taste and creativity. The three challenge winners will receive two \$250 Food Lion gift cards and a \$25 gift card to Talara. All other participants will receive two \$100 Food Lion gift cards. All participants will also receive a custom gift bag filled with my essentials store brand products.

The winning team, as well as other bloggers, will be available onsite for interviews.

Food Lion opened its first store in the greater Baltimore area in 1993. Today, the company has approximately 35 stores in this market. In addition, Food Lion has recently reinvested in its Baltimore stores. The investments offer customers lower prices on 6,000 items throughout the store, greater value in quality store brand products, fresher produce, and an easy and convenient shopping experience, such as faster checkout.

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.