



## **Food Lion Presents \$250,000 Grand Prize to Mocksville, N.C., Customer in Great Grocery Giveaway Promotion**

September 23, 2010

Food Lion presented a \$250,000 Grand Prize Winner check to Sherrie Couch from Mocksville, N.C., on Thursday, Sept. 23 during a presentation at 1338 Highway 601 South.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100923/CL70794> )

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This was the largest check awarded as part of the company's summer Great Grocery Giveaway promotion.

"I am just so excited and thankful to Food Lion for this," Couch said during Thursday's press conference. "The only thing I have ever won was a CD player; this is by far much better."

Couch said she used a lucky penny she found to scratch off the matching items on the ticket.

The promotion, which ended earlier this month, included customers of all Delhaize America banners including Bottom Dollar Food, Hannaford, Sweetbay, and Food Lion family of banners - Food Lion, Bloom, Harveys and Reid's. The Great Grocery Giveaway rewarded customers who shopped at these supermarkets by providing a scratch-and-win game card for every qualifying transaction.

### **About Food Lion Family**

The Food Lion family, based in Salisbury, N.C., operates more than 1,300 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Bloom, Harveys or Reid's. These stores meet local customer needs and preferences for the freshest and best quality products. The Food Lion family employs approximately 74,000 associates in 11 Southeast and Mid-Atlantic states. For more information, visit [www.foodlion.com](http://www.foodlion.com).

SOURCE Food Lion

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