



Food Lion Launches New “Fresh from the Field” Produce Initiative Focused on Improved Quality and Variety with Produce Guarantee

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Company Provides Double-Your-Money-Back Guarantee On Produce

Public Company Information:

NYSE: DEG

Food Lion has launched a new initiative in 581 stores focused on improved quality, enhanced freshness and expanded variety of produce. Fresh fruits and vegetables also now come with a double-your-money-back guarantee, and customers will soon find helpful tips in-store for keeping produce fresher longer at home.

To enhance freshness and quality, the company has transformed its fresh produce processes, from purchasing the best products to enhancing warehouse storage and transportation, and, finally, careful handling at our stores. Examples of improved produce handling practices include temperature adjustments and reduced time at distribution centers. Warehouse, transportation and produce associates at stores have also undergone extensive training to support the company’s new produce initiative.

“We have made a new commitment to fresh produce,” said Cathy Green Burns, president of Food Lion. “We heard from our customers that they wanted fresher produce for their families. Today, we are taking additional steps to continually improve the quality and freshness of produce, and offer a wider selection at the same low prices customers expect from Food Lion. Also, we believe in this commitment so strongly that we’re backing it with a double-your-money-back guarantee.”

In addition to associate training, Food Lion is also launching a consumer-focused education program, where customers will soon see in-store signage that offers storage tips for key produce items within the transformed “market” produce section. Tips will range from how to carefully store asparagus to the best option for preserving fresh apples.

A list of stores that have transitioned to the new produce program can be found here. The company anticipates implementing additional markets in 2013.

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 58,000 associates delivering quality products, low prices and service to customers in 10 Southeastern and Mid-Atlantic states. For more information, visit www.foodlion.com. Find Food Lion business updates on Twitter @FoodLionNews or at www.foodlion.com/corporate/pressroom.

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