



Three Local Charlotte Bloggers Win Food Lion “Frugal Cook-Off” Challenge

September 14, 2012 at 8:08 AM EDT

Charlotte-Area Bloggers Competed to Cook Wholesome, Low-Cost Meal for Family of Four; Awarded \$250 Gift Cards to Give Away to Readers

Public Company Information:

NYSE: DEG

Food Lion challenged popular, Charlotte-area bloggers to compete in the grocer’s first “Frugal Cook-Off” and 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.

The winning team included Katie from Charlotte Mom Favorites, Wendy of Charlotte Smarty Pants and Kelly of Foodie Fresh. The bloggers created the winning dish, an Asian-inspired chicken with curry, roasted carrots and rice pilaf with soy sauce, in 30 minutes using items shopped from an onsite Food Lion pantry of store brand products, and for a total cost of \$15 or less. The bloggers were judged on creativity, taste and awarded points for being frugal.

Additional bloggers participating in tonight’s event included Alessandra, PunkWife; Brittany, A Healthy Slice of Life; Julie, Willow Bird Baking; Jennifer, MommyB Knows Best; Andria, Queen City Kitchen; Alison, Moms Charlotte; Julie, Mommie Cooks; and Mary, Fervent Foodie.

The three challenge winners received two \$250 Food Lion gift cards and all other participants received two \$100 Food Lion gift cards. Recipes will be posted to www.foodlion.com in the near future, and photos were Tweeted live from the event via @FoodLionNews.

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.