



## **Delhaize America Banners Bloom, Bottom Dollar Food, Food Lion, Reid's and Sweetbay Recall Private Brand Potato Salad Products Prepared by Reser's Fine Foods and Allison's Gourmet Kitchens**

February 3, 2012

Recalled Products Were Produced Under the Private Brand Labels of Food Lion or Hannaford and Include Use-by Dates of March 12 through March 15

Delhaize America banners Bloom, Bottom Dollar Food, Food Lion, Reid's and Sweetbay announced today a recall of its private brand potato salad products sold under the Food Lion or Hannaford brand as well as a recall of national brand Allison's Gourmet Kitchens potato salad sold in bulk from the full service deli cases at Bloom, Food Lion, Reid's and Sweetbay stores.

The potato salad products include:

- All Food Lion brand and Hannaford brand potato salad products sold at Bloom, Bottom Dollar Food, Food Lion, Reid's and Sweetbay grocery stores.
- The products have a use-by date of March 12, 13, 14 or 15.
- The specific SKUs include:

<b>Food Lion &amp; Reid's Stores</b>	<b>Use by</b>	<b>UPC #</b>
Food Lion Deviled Egg Potato Salad (1 LB retail pack)	3/15/2012	3582607587
Food Lion Diced Redskin Potato Salad (1 LB retail pack)	3/12/2012 and 3/14/2012	3582607184
Food Lion Gourmet American Potato Salad (1 LB retail pack)	3/13/2012 and 3/15/2012	3582607066
Food Lion Gourmet American Potato Salad (3 LB retail pack)	3/13/2012 and 3/15/2012	3582607067
Food Lion Gourmet Southern Potato Salad (1 LB retail pack)	3/12/2012 and 3/15/2012	3582607064
Food Lion Gourmet Southern Potato Salad (3 LB retail pack)	3/12/2012 and 3/15/2012	3582607065
Deviled Egg Potato Salad (5 LB bulk salad from deli case)	All product with a sell-by date of Feb 8, 2012 or before	UPC beginning with 205554
Potato Salad (5 LB bulk from deli case)	All product with a sell-by date of Feb 8, 2012 or before	UPC beginning with 205553

### **Bloom and Bottom Dollar Food Stores**

Hannaford Brothers Diced Redskin Potato Salad (1 LB retail) 3/12/2012 and 3/14/2012 4126817883

Hannaford Brothers Potato Salad (1 LB retail)	3/13/2012 and 3/15/2012	4126817880
Hannaford Brothers Potato Salad (3 LB retail)	3/13/2012	4126818083
Hannaford Brothers Southern Potato Salad (1 LB retail)	3/12/2012	4126817884
Hannaford Brothers Southern Potato Salad (3 LB retail)	3/15/2012	4126818084

### Sweetbay Stores

Deviled Egg Potato Salad (5 LB bulk salad from deli case)	All product with a sell-by date of Feb 8, 2012 or before UPC beginning with 205554	
Potato Salad (5 LB bulk from deli case)	All product with a sell-by date of Feb 8, 2012 or before UPC beginning with 205553	
Redskin Potato Salad (5 LB bulk from deli case)	All product with a sell-by date of Feb 8, 2012 or before UPC beginning with 203059	
Hannaford Brothers Diced Redskin Potato Salad (1 LB retail)	3/12/2012 and 3/14/2012	4126817883
Hannaford Brothers Potato Salad (1 LB retail)	3/13/2012 and 3/15/2012	4126817880
Hannaford Brothers Potato Salad (3 LB retail)	3/13/2012	4126818083
Hannaford Brothers Southern Potato Salad (1 LB retail)	3/12/2012	4126817884
Hannaford Brothers Southern Potato Salad (3 LB retail)	3/15/2012	4126818084

The company received notification from one of its private brand potato salad providers, Reser's Fine Foods, that the product may have been produced with whole eggs that are part of a broader national recall that may be affected with affected with *Listeria monocytogenes*. The recall is being issued in an abundance of caution, and customers who may have purchased the recalled products are urged to return the items to their local Bloom, Bottom Dollar Food, Food Lion, Reid's or Sweetbay stores for a full refund.

Delhaize America grocery stores Hannaford Supermarkets and Harveys *are not affected* by this recall.

### About Delhaize America

Delhaize America is a leading supermarket operator with more than 1,600 stores in 16 states in the eastern United States. Delhaize America operates under the banners Bottom Dollar Food, Food Lion, Harveys, Hannaford Supermarkets, Reid's and Sweetbay, each of which has a distinct strategy and a well-established brand image. Through its multiple banners, Delhaize America is able to target the needs and requirements of specific markets, customize its product and service offerings and maintain strong brand recognition with its local customers. Delhaize America employs approximately 107,000 full-time and part-time associates.