



Food Lion Builds Fourth Green Grocery Store in Norge, Va.; Creates 60 Jobs

November 1, 2011 at 8:08 AM EDT

Grand Opening Festivities on Wednesday, Nov. 2; First 200 Customers to Receive Free Reusable Bag Filled with Private Label Products

SALISBURY, N.C.--([BUSINESS WIRE](#))--Food Lion will unveil its fourth Leadership in Energy and Environmental Design (LEED) store located at 7537 Richmond Road in Norge, Va., Wednesday, Nov. 2, with a ribbon-cutting ceremony.

"We are dedicated to being Norge's neighborhood grocery store"

Grand opening festivities will start at 7:45 a.m. Customers visiting the store on Wednesday will have the opportunity to register for a shopping spree in which the winner will have 94 seconds to complete a trip around the store. The drawing will be held at 5:30 p.m. later that day and the winning customer must be present.

The store, which is built to certification standards, will feature environmentally friendly construction and a number of energy-efficient services, including an educational and preferred parking for carpool vehicles. Food Lion is in the process of attaining LEED certification for the store.

"Food Lion has a long-standing commitment to serving as a caring neighbor and is committed to being a strong corporate citizen in the communities in which we operate," said Kyle Mitchell, vice president of store development for Delhaize America South. "By building our fourth LEED grocery store in Norge, Va., we will reduce energy costs by more than 20 percent, compared to a typical supermarket, as well as conserve 40 percent more water than other Food Lion stores."

The first 200 customers to enter the store Wednesday will receive a free Food Lion reusable bag filled with private label products. Key community members are expected to attend and a donation will be awarded to a local school on behalf of Food Lion.

Hayes Marshall will be the manager of the 35,000 square-foot facility, which will employ 60 associates. He lives in the Williamsburg, Va. area and has been with Food Lion for 22 years.

"We are dedicated to being Norge's neighborhood grocery store," Marshall said. "Food Lion is committed to offering an expanded selection of quality products at great prices and providing an outstanding shopping experience to our customers."

Food Lion's new LEED store will feature a number of environmentally friendly features, including:

LED lighting in the frozen food cases.

Bike racks and preferred parking for carpool vehicles.

Low-flow and sensor-activated water fixtures in restrooms.

Enhanced air quality for associates and customers by using low-toxicity materials and implementing proactive management plans throughout construction to ensure optimal indoor air quality.

Environmental education via a kiosk in the store.

Purchasing a significant amount of building materials manufactured within 500 miles of each location to boost local economies and reduce energy expended on transportation.

Waste management plans to divert construction waste from landfills through recycling.

Customer and associate recycling programs at the store.

Native and drought-resistant plant species that reduce irrigation requirements.

An underground storage tank that captures rainwater from the roof and supplies all of the necessary irrigation for the landscaping.

Advanced stormwater management techniques that increase the amount of rainfall absorbed onsite.

The store also feature a large fresh produce department, a deli/bakery with decorated cakes, specialty meats, cheeses and breads, as well as a large meat department featuring Butcher's Brand Premium Beef®, fresh pork, poultry, seafood, and a large assortment of grocery items. The new store also offers Western Union services, Rug Doctor rentals, Blue Rhino propane exchange, and a Coinstar kiosk.

About Food Lion

The Food Lion family, based in Salisbury, N.C., operates more than 1,200 supermarkets, either directly or through affiliated entities, under the names of Food Lion, 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 62,500 associates in 11 Southeast and Mid-Atlantic states. For more information, visit www.foodlion.com



Contact:

Benny L. Smith

704-310-4077

blsmith@foodlion.com