



Food Lion Unveils 25 Renovated Stores in the Lynchburg, Va., and Danville, Va., Areas

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Company Completes Remodeling Efforts to Provide Improved Shopping Experience for Customers; Creates 100 Jobs in Market

Food Lion is unveiling 25 newly-remodeled stores in the Lynchburg, Va., and Danville, Va., areas on Wednesday, Oct. 26. The stores have been under construction since March and will offer customers an improved shopping atmosphere with expanded product selections at great prices.

"This is an exciting time for Food Lion and our customers, as we celebrate a fresh, new look, a greater selection of products and a renewed focus on service," said Larry Cassels, Director of Operations for Food Lion's northeastern region encompassing the Lynchburg, Va., and Danville, Va., markets. "We are enhancing our customers' shopping experience through a more inviting interior design, and we have also expanded our fresh departments, including produce, meats and deli/bakery. Additionally, as part of our remodeling efforts, we have new customer service and checkout areas to provide a speedy and efficient checkout process for our customers."

"Food Lion will continue to offer customers great products at low prices, along with weekly MVP specials to help customers save money on their weekly grocery bills."

On Wednesday, the first 100 customers at all 25 renewed stores will each receive free reusable bags filled with store brand products. In addition, the unveiling festivities include ribbon-cutting ceremonies at each store at 8 a.m., and stores will also feature in-store refreshments for customers, face painting for kids and more. Customers are encouraged to visit their local Food Lion for details about shopping sprees offered at area stores in celebration of the market remodels.

Food Lion stores remodeled in the Lynchburg, Va., and Danville, Va., markets include the following locations:

21039-B Timberlake Road, Lynchburg, Va.

2909 Memorial Ave., Lynchburg, Va.

1515 Longwood Ave., Bedford, Va.

1592 South Main St., Farmville, Va.

13701 US Highway 29 Suite G, Chatham, Va.

1102 Washington St., Amherst, Va.

1020 Bill Tuck Highway 1000, South Boston, Va.

3305 Seminole Trail A, Danville, Va.

540 Westover Drive, Danville, Va.

1403 S. Main St., Danville, Va.

Route 221 and Graves Mill, Forest, Va.

3130 Halifax Road-G, South Boston, Va.

2225 Florida Ave., Lynchburg, Va.

Route 3 Box 3-C, Keysville, Va.

425 Lusardi St., Brookneal, Va.

607 West Main St., Danville, Va.

4925 Boonesboro Road, Lynchburg, Va.

4048 Franklin Turnpike, Danville, Va.

12130 E. Lynchburg Salem Turnpike, Forest, Va.

1208 Perrowville Road, Forest, Va.

1051-B Village Highway, Rustburg, Va.

100 Vaden Drive, Gretna, Va.

1301-A Main St., Altavista, Va.

192 Amelon Square, Madison Heights, Va.

1461 S. Boston Road, Danville, Va.

"Food Lion has been part of the Lynchburg community for quite some time, and we are glad to offer our neighbors and customers renewed stores to meet their grocery needs," Cassels added. "Food Lion will continue to offer customers great products at low prices, along with weekly MVP specials to help customers save money on their weekly grocery bills."

The new signage, graphics, décor and enhanced lighting give the stores the atmosphere of a neighborhood marketplace. The remodeling work is also designed to give stores more space to provide a greater selection of products, including more natural and organic foods, and expanded beer and wine offerings.

In addition to the facility enhancements, Food Lion associates have participated in multiple leadership training sessions during the renewal project.

In August, the company hosted a job fair in the market, hiring about 60 associates in Lynchburg, Va., and 40 associates in Danville, Va., to support the company's continued growth in the region. A variety of full-time and part-time positions were filled, including customer service and store support positions such as department managers, department associates and sales associates.

About Food Lion

Food Lion, based in Salisbury, N.C., is a subsidiary 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 57,000 associates delivering quality products, low prices and service to customers in 11 Southeast and Mid-Atlantic states. For more information, visit www.foodlion.com.



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