



## Food Lion Offers Customers \$10 in Free Groceries per Visit This Month

March 1, 2011

Consumers Buying More Private Brands; Food Lion Reward Loyal Shoppers

Starting tomorrow through March 29, Food Lion shoppers can earn up to \$10 in free groceries every time they buy private brand products.

Each time customers shop at Food Lion during the Private Brand Super Sale and purchase at least four Food Lion, or Home 360 products using their Food Lion MVP card, they earn a money-saving coupon.

Customers get \$1 in coupons for the first four private brand products they purchase and 25 cents back for each additional private brand product they buy – up to \$10 – during the promotion.

"Food Lion wants to put money back in customers' pockets by rewarding our loyal customers," said Shavonne Clark, Food Lion's director of Director of Retail Marketing and Innovation. "Our sales trends show consumers are using more private brand products, and this is one way we can thank customers who use Food Lion and Home 360 private brand products. We also want to provide additional incentive for customers who may not have tried our private brand products."

The promotion allows customers to use their MVP loyalty card to take advantage of lower prices available by purchasing their favorite private brand products.

The coupons are redeemable on customers' next grocery bill. Customers can view full details of the promotion online at [www.FoodLion.com](http://www.FoodLion.com). The promotion is available in all markets except certain stores in Delaware, Maryland, Virginia, Savannah, Ga.; Greenville/Spartanburg S.C.; and Eastern Tennessee.

### About Food Lion Family

The Food Lion family, based in Salisbury, N.C., operates more than 1,300 supermarkets, either directly or through affiliated entities, under the names of Food Lion, Bloom, 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 74,000 associates in 11 Southeast and Mid-Atlantic states. For more information, visit [www.foodlion.com](http://www.foodlion.com).

SOURCE Food Lion

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