



Food Lion's MVP Fall Haul Helps Customers Stretch Grocery Budgets With \$20 in Savings

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Customers can earn extra savings while shopping for fresh favorites and everyday essentials

- Food Lion's MVP Fall Haul runs through Nov. 25, 2026.
- Customers who use their personal MVP savings card on six qualifying shopping trips of \$50 or more earn a \$20 Food Lion coupon toward a future purchase.
- MVP Fall Haul is available in-store, online or through the Food Lion app. Progress is tracked at the bottom of printed receipts for in-store purchases or via email for online and app purchases.

SALISBURY, N.C., Oct. 26, 2026 (GLOBE NEWSWIRE) -- Food Lion is helping families bring fresh, affordable meals to the table with the return of MVP Fall Haul — offering extra savings on top of the already low prices customers find in stores, online and through the Food Lion app. Now through Nov. 25, customers who use their personal MVP savings card on six qualifying shopping trips of \$50 or more will earn a \$20 coupon toward a future Food Lion purchase, helping families save as they prepare for holiday gatherings.

Value remains a top priority for grocery shoppers. According to the [FMI U.S. Grocery Shopper Trends 2026 report](#), 85% of shoppers rank good value as a high or top priority. MVP Fall Haul supports Food Lion's ongoing commitment to affordability by helping customers save more on the groceries they purchase for everyday meals and seasonal celebrations. MVP Fall Haul is one of the many ways Food Lion helps customers stretch their grocery budgets while maintaining access to fresh, quality food at affordable prices.

"Customers want to feel good about both the food they bring home and what they spend," said Neil Norman, Head of Loyalty and CPG Marketing Partnerships, Food Lion. "MVP Fall Haul helps make their grocery budgets go further, whether they're picking up fresh ingredients for dinner or preparing a favorite holiday recipe. Paired with our everyday low prices and commitment to freshness, these extra savings give our customers one more reason to count on Food Lion."

Earn \$20 in Savings

Earning a \$20 coupon through MVP Fall Haul is easy:

- Shop in-store, [online](#) or through the Food Lion app six times between Oct. 14 and Nov. 25 using a personal MVP savings card.
- Spend at least \$50 in qualifying purchases on each shopping trip.
- Track your progress at the bottom of each printed receipt for in-store purchases or via email for Food Lion To Go purchases placed online or through the Food Lion app.
- Earn a \$20 Food Lion coupon after the sixth qualifying trip.

For purchases to qualify for the promotion, customers must use their personal MVP savings card. With the Food Lion MVP savings card, customers can benefit from the best weekly deals on top of already low prices throughout the store, when shopping through Food Lion To Go online or in the Food Lion app. Customers without an MVP card can enroll for free in stores or [online](#).

Purchases of pharmacy, alcohol, tobacco, gift cards, lottery and postage stamps and services do not count toward the \$50 purchase requirement. For more information about the \$20 promotion, visit [foodlion.com/pages/fall-haul](#).

Customers can also unlock more savings by exploring the [MVP Coupon Hub](#), scanning their MVP card at the in-store MVP Savings Center near the entrance, activating personalized [Shop & Earn](#) rewards and clipping digital coupons.

Freshness Customers Can Count On

Food Lion's commitment to value includes fresh food customers can feel confident serving their families. Fresh produce and meat are backed by a [100% Freshness Guarantee](#) — 100% fresh or double their money back.

From everyday dinners to holiday gatherings, customers can find fresh ingredients at affordable prices and shop with confidence knowing Food Lion stands behind the quality of their purchases.

About Food Lion

Food Lion is an omnichannel grocery retailer committed to nourishing its neighbors. More than 82,000 associates across 1,100+ stores deliver an easy, fresh and affordable shopping experience throughout 10 Southeastern and Mid-Atlantic states. With a focus on hunger relief, Food Lion is a pioneer in food rescue. Since 2014, the company's hunger relief platform Food Lion Feeds has donated more than 1.5 billion meals to those who are food insecure. The retailer has committed to donate 3 billion meals by 2032. Founded and based in Salisbury, N.C., since 1957, Food Lion is a company of Ahold Delhaize USA, the U.S. division of Zaandam-based Ahold Delhaize. For more information, visit [foodlion.com](#).

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/d6e08fef-8869-4cb3-acd3-bc0aa89cd801>