



Progressive Grocer Names Five Food Lion Leaders to 2018 "Top Women in Grocery" List

June 14, 2018

CHICAGO, Ill. -- *Progressive Grocer* magazine has named five Food Lion leaders to its prestigious 2018 Top Women in Grocery list, one of the food industry's highest honors. Progressive Grocer's Top Women in Grocery award recognizes grocery retail leaders who demonstrate excellence in leadership daily throughout the industry, their stores and the communities where they proudly live and work. The awards honor leaders in various categories. The Food Lion "Rising Star" category winners include:

LeslieAtkinson_1.jpg

- **Leslie Atkinson, Director of Brand Communications for Food Lion**

Leslie is directly responsible for building the emotional connection between Food Lion's customers, associates and its brand by bringing to life the organization's brand strategy across all touch points, as well as ensuring the brand remains impactful to its customers. She is responsible for overseeing integrated, holistic campaigns – including in-store visual design – to support successful remodel market launches across the grocer's footprint. She was also instrumental in bringing to life an evolution of Food Lion's MVP loyalty program, Shop & Earn, as well as leading the campaign to launch the next evolution of Food Lion's shopper marketing promotions. Leslie has worked with Food Lion for almost 15 years

Brandi_Langford1485.jpg

- **Brandi Langford, Human Resources Business Partner for Food Lion**

Brandi is focused on aligning business objectives with people strategy for the Food Lion organization. She assesses and anticipates human resource-related needs and seeks to develop integrated solutions by communicating needs proactively with Food Lion's HR department and business management. Also, she recently managed a significant merger integration process that included partnering with functional leaders on organizational design, assessing each functional area and executing a staff and selection process. Brandi has worked with Food Lion for 24 years.

Jamie_Osborne1514.jpg

- **Jamie Osborne, Associate Creative Director for Food Lion**

Jamie is responsible for communicating the Food Lion brand to its customers and associates through all marketing channels, including the brand's creative development which includes print, digital, customer relationship management (CRM), broadcast (TV/Radio), social, experiential, and multimedia. In partnership with the organization's ad agency, Jamie managed the creative development that won two 2017 Addy Awards for Food Lion's Holiday TV campaign and Food Lion Feeds' video campaign. Jaime has worked with Food Lion for almost 16 years.

The "Store Manager" category winners include:

Ericahayes.jpg

- **Erica Hayes, Food Lion Store Manager, Hampton, Va.**

Erica is currently the store manager of the Food Lion location at 3855 Kecoughtan Road in Hampton, Va., but won for her work completed at another store in Newport News, Va. She had an outstanding year in regards to financial performance in the Newport News, Va., store, which is a direct reflection of her impact on the team she leads at her store and her ability to connect with the neighboring community. Food Lion recognized Hayes earlier this year for her outstanding store performance, awarding her with a regional Store Manager of the Year award. Her store has also been a leader in selling Food Lion Feeds Holiday boxes to the community to help feed hungry families. Erica has worked with Food Lion for 15 years.

Gretasimmons.jpg

- **Greta Simmons, Food Lion Store Manager, Colonial Heights, Va.**

Greta is the store manager of the Food Lion location at 11 Dunlop Village Circle in Colonial Heights, Va. She has 17 years of experience with Food Lion and has done many extraordinary things over the past year leading her associates and making sure that her customers are a first priority. Food Lion also recognized Simmons earlier this year for her outstanding store performance, awarding her with a regional Store Manager of the Year award.

"We are extremely proud of the excellent leadership and commitment these leaders have exhibited to our customers and associates," said Greg Finchum, Food Lion executive vice president of retail operations. "Food Lion appreciates the positive difference they each make everyday for their

fellow associates and their communities."

All five leaders will receive their award on Nov. 8, during a special celebration in Chicago, Ill.

About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,000 stores in 10 Southeastern and Mid-Atlantic states and employs more than 63,000 associates. By leveraging its longstanding heritage of low prices and convenient locations, Food Lion is working to own the easiest full shop grocery experience in the Southeast, anchored by a strong commitment to affordability, freshness and the communities it serves. Through Food Lion Feeds, the company has committed to provide 500 million meals to individuals and families in need by the end of 2020. Food Lion is a company of Ahold Delhaize USA, the U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit www.foodlion.com.

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