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Winn-Dixie Celebrates 60 Years of Serving Louisiana

This week commemorates the first Winn-Dixie in Louisiana; grocer announces community partnership at anniversary festivities with special guest Chef Curtis Stone

NEW ORLEANS, La. (July 26, 2016) – Today, Winn-Dixie in Louisiana celebrates 60 years of heritage and investment in the community, and announces its commitment to the future of the community through the launch of the new *Winn-Dixie Young Talent Program* with Café Reconcile, a local organization dedicated to serving young people facing adversity.

Winn-Dixie has been operating in Louisiana since July 28, 1956, when the grocery chain acquired various locations of H.G. Hill stores throughout the Gulf Coast area. For six decades, Winn-Dixie has been investing in communities across Louisiana and now operates 47 stores, employing nearly 4,400 associates, making Winn-Dixie the longest serving grocery chain in Louisiana.

Ian McLeod, President and CEO of Southeastern Grocers said, “We are proud of our 4,400 associates working in our stores today, many of whom have been dedicated to serving the people of Louisiana for decades and established our tradition as the ‘Beef People’; a sign of quality that we hold with pride to this day.

“Throughout the decades, we have shared the burden of difficult times, and celebrated the good, as we continue to commit ourselves to rebuilding and reinvesting in the community.”

“Not only are we continuing to invest in the renewal of our stores and lower prices, but through partnerships such as Café Reconcile, we’re investing in young talent to help us in our commitment to great Louisianan food and service for the next 60 years,” said Ian McLeod.

By partnering with Café Reconcile, Winn-Dixie will provide opportunities that focus on coaching and training for those who aspire to successful careers in the culinary arts and grocery industry. This commitment will be met through programs that offer a broad range of real-life training and practical, hands-on experience with Winn-Dixie’s leadership and store teams, including:

- **TRANSITIONING TO A LEADER:** Explores the challenges of becoming a leader and provides some tools to combat obstacles.
- **COMMUNICATION ESSENTIALS:** Engages participants through interactive discussions on effective communication and listening techniques.
- **COACHING & FEEDBACK:** Introduces participants to a proven coaching model through guided practice scenarios.
- **TEAM ENGAGEMENT:** Explores effective team building through respect, trust, motivation, and recognition.

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Winn-Dixie also continues to invest in better value on the products and brands that make Louisiana so unique. Earlier this year, Winn-Dixie announced *Local Down Down*, a program lowering prices by as much as 37 percent on more than 50 homegrown favorites including Community Coffee, Camellia Beans, Blue Plate Mayonnaise and Chisesi Brothers Ham – brands with hundreds of years of combined heritage and history in the region. Community Coffee and Camellia Beans are just a few of the local brands that were on Winn-Dixie shelves when the first store opened in 1956.

These Louisiana favorites, added to the over 3,000 long-term price reductions across the store, demonstrate a commitment to lower prices for customers throughout the region.

To commemorate the anniversary, Southeastern Grocers, the parent company of Winn-Dixie, honored this historic milestone on Tuesday, July 26 by taking guests back in time with local, 1950's-themed store décor and Winn-Dixie memorabilia for an experience evocative of a New Orleans-style market feel from decades ago.

The celebration featured special guests including Chef Curtis Stone, local entertainer Kermit Ruffins and Southeastern Grocers' Chief Operating Officer Anthony Hucker. The Mid-City Winn-Dixie hosted the event at its store, located at 401 North Carrollton Ave., which resides on the same street as one of the very first Winn-Dixie stores in New Orleans. Anniversary festivities were open to the public and included a meet-and-greet and autograph signing with Curtis Stone, Young Talent Program participants, local food sampling and more.

Additionally, the 47 Winn-Dixie locations throughout Louisiana celebrated the anniversary with delicious birthday cake offered to customers shopping on Tuesday, July 26.

About Winn-Dixie

Winn-Dixie Stores, Inc. is a subsidiary of Southeastern Grocers, which is the second-largest supermarket chain in the Southeast based on store count. Founded in 1925, Winn-Dixie employs more than 40,000 associates who serve customers in more than 500 grocery stores, 145 liquor stores and 390 in-store pharmacies throughout the five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi. For more information, please visit www.winndixie.com and www.segrocers.com.

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, Harveys and Winn-Dixie grocery stores, is the second-largest supermarket in the Southeast based on store count. The company employs nearly 60,000 associates who serve customers in approximately 750 grocery stores, 140 liquor stores and 500 in-store pharmacies throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Harveys and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and loyal associates, and strong commitments to providing the best possible quality and value to customers. For more information, visit www.bi-lo.com, www.harveyssupermarkets.com and www.winndixie.com.

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