



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Southeastern Grocers Raises Nearly \$226,000 for American Red Cross Tornado Relief Efforts *Grocer thanks generous community support for donation*

JACKSONVILLE, Fla. (March 22, 2019) – Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, has announced a donation of \$225,774 to the American Red Cross. This donation will support Alabama and Georgia communities impacted by recent tornadoes.

In partnership with dedicated customers and associates, Southeastern Grocers activated a community donation program across all BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores from March 6-19, 2019. The \$225,774 contribution builds upon a longstanding partnership between Southeastern Grocers and the American Red Cross, two organizations that share a sincere commitment to support communities during times of need.

Anthony Hucker, President and CEO of Southeastern Grocers, said, “We are committed to being the local grocer that provides relief and support to our communities during natural disasters. We are inspired by the response of our generous customers and associates as they joined us in providing support to help ease the burdens of our friends and neighbors traumatized by the recent tornadoes. Our hearts continue to go out to those impacted in Alabama and Georgia as they continue to grieve and rebuild their lives.”

Southeastern Grocers has established a strong history with the American Red Cross during more than 55 years in partnership. The grocer is honored to continue partnering with the American Red Cross to help relief efforts by providing aid to local communities, supporting recovery efforts and training volunteers.

Anna Trefethen, American Red Cross Vice President Humanitarian Services, Southeast & Caribbean Division, said, “We are extremely grateful for the generosity of Southeastern Grocers customers and associates in raising more than \$225,000 towards our disaster relief efforts. Our work would not be possible without the generosity of our great partners like Southeastern Grocers.”

All dollars raised during the community donation program will go to the American Red Cross Disaster Relief to provide food, shelter and counseling as the national nonprofit works to prevent and alleviate human suffering in the face of emergencies. The \$225,774 raised will continue to build upon the additional \$10 million Southeastern Grocers has previously donated to the American Red Cross through community donation programs, foundation contributions and corporate initiatives.

To help the American Red Cross support those recovering from disasters such as the recent tornados, customers can still donate at the American Red Cross’ website: <http://www.redcross.org/>

About Southeastern Grocers

Southeastern Grocers, Inc. (SEG), parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is one of the largest conventional supermarket companies in the U.S. SEG grocery stores, liquor stores and in-store pharmacies serve communities throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and caring associates and strong commitments to providing the best possible quality and value to customers. For more information, visit www.bi-lo.com, www.frescoymas.com, www.harveyssupermarkets.com and www.winndixie.com.

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