

**FOR IMMEDIATE RELEASE**

**Southeastern Grocers launches New *Flavor* Magazine**  
***New monthly publication features recipes and seasonal inspiration***

- Southeastern Grocers new *Flavor* magazine to inspire readers with fresh ideas, seasonal recipes and meal solutions for the food novice to the savvy home-chef.
- Southeastern Grocers' *Flavor* magazine features cooking tips and seasonal creations from award-winning chef, Curtis Stone that will feed readers' appetite for quick, easy and affordable meals.
- Southeastern Grocers *Flavor* magazine will be available for free to reward card holders at [BI-LO](#), [Harveys](#) and [Winn-Dixie](#) stores, and online, so customers will never miss out on their next favorite recipe.

**JACKSONVILLE, Fla. (Sept. 28, 2016)** – Southeastern Grocers, parent company to BI-LO, Harveys and Winn-Dixie stores, today announced the launch of its new monthly magazine, *Flavor*. The new publication, launching with its October issue, will inspire readers with easy-to-follow recipes, seasonal ingredients, the inside dish on new products and entertaining ideas.

Southeastern Grocers *Flavor* magazine will deliver fresh and colorful content to encourage shoppers to fall in love with their kitchen again, using products found at their local BI-LO, Harveys or Winn-Dixie store. In the inaugural issue, readers will bask in the fall season, with wholesome recipes featuring seasonal squash, five-ingredient recipes for tailgaters, and Halloween party planning ideas with deliciously spooky treats.

**Sharry Cramond, Executive Vice President of Marketing and Communications** at Southeastern Grocers said, "The launch of *Flavor* will kick-off a completely new, modern way for Southeastern Grocers to interact with our customers. We've provided a publication in response to customer feedback for quick, easy-to-prepare, delicious meals and how to make them for less with the season's freshest products found inside our stores."

Each month, *Flavor* readers will find a collection of captivating recipes and articles, including:

- Feed Your Family – Chef Curtis Stone teaches families how to eat well, for less, with a monthly collection of seasonal recipes
- Fresh Idea – A unique monthly recipe providing a new twist on a classic dish to recapture the essence of its ingredients
- Ripe to Perfection – A series of recipes highlighting the freshest, seasonal produce as a hero ingredient: October features include Ginger-Squash Soup, Chicken Enchilada-Stuffed Spaghetti Squash and Roasted Squash with Brown Sugar and Apples
- What's New – Learn about the newest products exclusively available at BI-LO, Harveys and Winn-Dixie stores
- You Told Us – An opportunity for customers to share their voice in *Flavor*, by participating in surveys to determine how they celebrate with food

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Each month, one million copies of *Flavor* will be distributed to BI-LO, Harveys and Winn-Dixie stores across the Southeast. The magazine reflects SEG's commitment to fresh quality, service and great value.

**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](http://www.bi-lo.com), [www.harveyssupermarkets.com](http://www.harveyssupermarkets.com) and [www.winndixie.com](http://www.winndixie.com).

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