



PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY, BLD. 200 | JACKSONVILLE, FL 32256 | (904) 783-5000

FOR IMMEDIATE RELEASE

Southeastern Grocers Supports Military through Donation Program and Veterans Day Discount

Grocer hosts Community Donation Program to benefit the USO and a holiday discount for veterans in all stores

JACKSONVILLE, Fla. (Nov. 9, 2021) – Southeastern Grocers Inc. (SEG), parent company and home of Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, together with the SEG Gives Foundation, is hosting a community donation program in all stores to support the USO and their mission to strengthen America’s military service members by keeping them connected to family, home and country, throughout their service to the nation.

Now through Tuesday, Nov. 16, Fresco y Más, Harveys Supermarket and Winn-Dixie customers are invited to support the USO by simply rounding up their grocery total to the nearest dollar or by making a donation of their choice at checkout. Each cent raised will be donated directly to the USO to help military members and their families. To further support the men and women who have served, and continue to serve, our country each day, all stores will also offer an 11% discount to all veterans and active military service members this Veterans Day, Nov. 11, on all qualifying grocery purchases with a valid military ID.

Elizabeth Thompson, Chief People Officer of Southeastern Grocers, said, “We admire and appreciate our military heroes who put their lives on the line for our country. This community donation program continues our longstanding commitment to the USO and their support of our military and their families who have selflessly sacrificed to keep our freedoms free. We are also honored to offer a Veterans Day discount in our stores to thank our veterans and active-duty military for their selfless service to keep us safe here at home.”

The Southeastern United States has one of the largest veteran populations in the country, with nearly four million veterans currently residing in the states that Southeastern Grocers serves. In addition to its partnership with the USO, Southeastern Grocers also supports local, regional and national military service organizations including Folds of Honor and its mission to provide educational scholarships to the spouses and children of America’s fallen and disabled service members. Since 2018, the grocer has donated nearly \$4.1 million to Folds of Honor, equating to more than 815 educational scholarships to the children and spouses impacted by a loved one’s sacrifice for the United States military.

About Southeastern Grocers

Southeastern Grocers Inc. (SEG), parent company and home of 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 five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi. 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.frescoymas.com, www.harveysupermarkets.com and www.winndixie.com.

About SEG Gives Foundation

SEG Gives Foundation is the charitable arm of Southeastern Grocers Inc. (SEG), parent company of Fresco y Más, Harveys Supermarket and Winn-Dixie stores. The SEG Gives Foundation aligns giving with causes that are priorities to the communities SEG serves, including the fight against hunger, support for military service members and their families, relief to those affected by extreme weather and natural disasters and quality educational opportunities for students. Southeastern Grocers strives to be ingrained in its communities and, through the SEG Gives Foundation, better the lives of its customers and neighbors.

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