

FOR IMMEDIATE RELEASE



Fresco y Más Expands to Second New Market Within Two Weeks

Southeastern Grocers introduces popular Hispanic banner to Orlando

JACKSONVILLE, Fla. (April 16, 2018) – On Wednesday, Southeastern Grocers, parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie, is unveiling the first Fresco y Más store in Central Florida. The new Fresco y Más, located at 7382 E. Curry Ford Rd. in Orlando, continues the grocer’s expansion beyond South Florida following the opening of two new stores in Tampa last week.

Fresco y Más first opened its doors on June 15, 2016, in Hialeah, Fla. Over the past two years, Southeastern Grocers has converted a total of 25 Winn-Dixie stores to Fresco y Más stores with tremendous success, molding the brand into the fastest growing Hispanic grocery store in Florida.

Anthony Hucker, President and CEO of Southeastern Grocers said, “As part of the Fresco y Más philosophy, our goal is to provide more savings and more service for our customers. We are not just opening a store in a new market; we’re opening a store that directly reflects the unique tastes and needs of the local community.”

“At Fresco y Más we are committed to offering our customers a product selection and shopping atmosphere that is specifically tailored to their everyday life. At the new Orlando Fresco y Más, customers will find amazing savings on items they buy most through new savings programs such as, ‘Low Price Everyday’ and the all-new Dollar Zone designed to provide customer savings on more than 1,000 everyday items! We look forward to serving our Orlando customers in their local Fresco y Más store.”

Shoppers will immediately notice the enhancements throughout the new Fresco y Más stores, including:

- New custom façade signage, vibrant yellow color palate and bi-lingual store signage.
- Refreshed produce department featuring a farmer’s market setting with a wider selection of tropical fruits.
- All-new *Wall of Value* section featuring weekly specials on items customers purchase most.
- New *Dollar Zone* in the store with over 600 everyday essentials for just \$1, from grocery and cleaning to health and beauty.
- An all-new café with expanded seating area serving authentic Hispanic breakfast, pastries, drinks and hot and cold sandwiches.

- Newly updated “Cocina” (kitchen) offering daily specials of freshly prepared family favorites made from scratch.
- An all-new, full-service Latin butcher shop (Carniceria) offering an expanded selection of fresh, custom-cut meats to better serve our customers.
- Renovated bakery department offering an expanded selection of Hispanic pastries and a wider selection of local baked goods, including flan, tres leches, croquettes and custom tres leches cakes, made fresh daily.

The new Orlando Fresco y Más location, located at 7382 E. Curry Ford Rd., will open to customers on Wednesday, April 18, following a ribbon cutting ceremony at 8 a.m. Customers can sample delicious, authentic Latin culinary favorites as they check out their new Fresco y Más store.

The first 500 customers to arrive at the grand opening event will receive a free mystery gift card valued between \$5-\$500.

About Fresco y Más

Founded in 2016, Fresco y Más grocery stores serve Hispanic communities throughout South Florida. Fresco y Más is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast. For more information, please visit www.frescoymas.com and www.segrocers.com.

About Southeastern Grocers

Southeastern Grocers, LLC, (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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Downloadable B-roll:

<https://www.dropbox.com/sh/fvzyccpbtn8oh6/AABYfa4QT6OtWTzCin7tItOMa?dl=0>