

FOR IMMEDIATE RELEASE



**Fresco y Más Continues Rapid Expansion
Now With 23 Stores In South Florida**

- Southeastern Grocers is opening five new Fresco y Más stores in South Florida, making it the fastest growing Hispanic grocery banner in the Southeast.
- The Fresco y Más expansion includes the creation of more than 112 jobs across the five new stores; ensuring customers receive exceptional service at each location.
- All 23 Fresco y Más stores will offer fresh, Hispanic favorites in produce, meat and bakery, as well as over 3,000 items lowered in price across the store and the addition of a Dollar Zone with More Savings. More Service. More For You.

JACKSONVILLE, Fla. (Nov. 2, 2017) – Southeastern Grocers, parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores, unveils five new Fresco y Más stores Thursday as part of its rapid expansion in South Florida. Ribbon cutting ceremonies will be held at each location starting at 8:45 a.m. Since its launch in June 2016, Fresco y Más has become the fastest growing Hispanic grocery banner in Florida with the opening of 23 stores within its first 17 months.

Fresco y Más has gained popularity in South Florida by focusing on the growing consumer demand and providing the vast customer base with an authentic Hispanic shopping experience and products and services that meet the needs of the community.

Anthony Hucker, President and CEO of Southeastern Grocers said, “The unparalleled success of our Fresco y Más stores is a clear indicator we have created a store model Hispanic consumers were looking for and was missing in the market. In the past year and half, we have worked diligently to build trust with our customers by providing products, services and value that separates us from our competitors.”

“We’ve had an overwhelmingly positive response to these stores. By listening to our customers, we plan to build on Fresco y Más’ growing reputation of providing an authentic Hispanic shopping experience truly tailored to each community we serve.”

Shoppers will immediately notice the enhancements throughout the five 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 Fresco y Más stores will open to customers at 8 a.m. on Thursday, Nov. 2, followed by a Ribbon Cutting Ceremony at each location starting at 8:45 a.m.:

- 1525 Coral Way, Miami, FL 33145
- 18801 S.W. 117th Ave., Miami, FL 33177
- 12107 S.W. 152nd St., Miami, FL 33177
- 18300 S.W. 137th Ave., Miami, FL 33177
- 27359 S. Dixie Highway, Homestead, FL 33032

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 each store grand opening will receive a free mystery gift card valued between \$5-\$500.**

About Fresco y Más

Founded in 2016, Fresco y Más employs more than 2,100 associates who serve customers in grocery stores throughout South Florida. For more information, please visit www.frescoymas.com and www.segrocers.com. Fresco y Más is a subsidiary of Southeastern Grocers, which is the second-largest supermarket chain in the Southeast based on store count.

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie grocery stores, is the fifth largest conventional supermarket in the U.S. The company employs more than 50,000 associates who serve customers in grocery stores, liquor stores and in-store pharmacies throughout the seven southeastern states of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina and South Carolina. BI-LO, Fresco y Más, 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.frescoymas.com, www.harveyssupermarkets.com and www.winndixie.com.

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