

FOR IMMEDIATE RELEASE



Southeastern Grocers Unveils New Banner - Fresco y Más

New banner focuses on freshness, value and selection tailored to community

MIAMI, Fla. (June 15, 2016) – Southeastern Grocers, the parent company of BI-LO, Harveys and Winn-Dixie stores, will unveil the company's new store banner with the grand opening of *Fresco y Más* during a ribbon cutting ceremony today at 10 a.m.

The new store, located in the former Winn-Dixie location at 541 W. 49th St. in the heart of Hialeah, has been tailored to provide the products and services that meet the needs of the community, while continuing to offer great value, stunning quality food and service with personality.

The grand opening of *Fresco y Más* reflects Southeastern Grocers' commitment to listen to its customers and ensure the unique tastes and needs of the Hialeah community are accommodated with the items and amenities in their neighborhood grocer.

Ian McLeod, President and CEO of Southeastern Grocers said, "Winn-Dixie opened its first store in Hialeah in 1958, and this community has been important to us for many years. By talking to our customers in the community, we believed that we could cater to their needs even better and decided to develop a store in Hialeah very much with the community in mind."

"*Fresco y Más* offers an expanded Hispanic product assortment, great low prices and new features, including a full-service Latin Butcher shop and new Cocina - everything that our customers told us is important to them," continued Ian McLeod.

Shoppers will immediately notice the enhancements throughout the new Fresco y Mas store, including:

- A new custom façade and vibrant color palate with bi-lingual signage throughout the store
- An all-new, full-service Latin butcher shop (Carniceria) offering an expanded selection of fresh cut meats to better serve our Hialeah customers

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Home of



- An all-new café with expanded seating area serving authentic Hispanic breakfast, pastries, drinks and hot and cold sandwiches
- A new "Cocina" (kitchen) offering daily specials of freshly-prepared, homemade favorites
- Renovated bakery department offering an expanded selection of Hispanic pastries and baked goods, including flan, tres leches, and rice pudding, made fresh daily, as well as a wider selection of local favorites
- New made-to-order personalized party platter packages available to serve 25, 50 or 100 people (includes personalized cake, croquettes (croquetas), pastries (pastelitos) and fried stuffed potatoes (papas rellenas)
- Refreshed produce department featuring a farmer's market setting with a wider selection of tropical fruits
- Totally new \$1 Zone within the store, with savings on more than 300 popular items for only \$1, including cleaning products, baby products, bath and health products, foil ware and value greeting cards
- An additional Wall of Value section featuring weekly specials on popular items Hialeah customers purchase most
- More than 100 Hispanic products are new to the store

Customers will continue to enjoy all of their favorite products and more with prices that are "Low and Staying Low," with over 800 products offered at reduced price for at least six months and easily found in store with a distinctive bright yellow thumbs-up sign.

While many things are changing, customers will find some of their favorite Winn-Dixie staples in the new *Fresco y Mas* banner store:

- The Winn-Dixie Rewards program is still valid for all participating customers. Customers can still earn rewards by shopping at the store and won't see any changes in their fuelperks! rewards
- There will be plenty of familiar faces. All of the store associates are remaining at the store and the store's leadership team boasts more than 60 years of combined experience
- More than 1,000 Winn-Dixie branded products are remaining in the store, so customers will benefit from the products they already know, which includes a great selection of new Hispanic products

Fresco y Más will be launched on June 15 at 10 a.m. by:

Southeastern Grocers President and CEO Ian McLeod

City of Hialeah Mayor Carlos Hernandez

541 W. 49th St. (near Red Rd.)

The first 500 *Fresco y Más* customers will receive a complementary 10-ounce package of Café Bustelo coffee. Customers can also sample delicious food from local vendors as they check out new look, expanded offerings and savings at Fresco Y Mas.

The new *Fresco y Más*, located at 541 W. 49th St. in the Palm Springs Mile, will be open seven days a week from 7 a.m. - 12 a.m. and will offer free Wi-Fi.

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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, www.harveyssupermarkets.com and www.winndixie.com.

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