



PRESS RELEASE

BI-LO LLC | 208 BI-LO BLVD. | GREENVILLE, SOUTH CAROLINA 29607 | 864-213-2500

FOR IMMEDIATE RELEASE

BI-LO Cuts Prices on Over 1,000 Products

New Regular Price Program reduces grocery prices up to 53 percent

GREENVILLE, S.C. (Oct. 16, 2015) – BI-LO is giving Carolina consumers something they have been asking for – lower prices on their groceries. Effective today, BI-LO is introducing a New Regular Pricing Program that will reduce the prices of more than 1,000 favorite grocery items, at all 182 BI-LO stores. This means customers will get better prices for items even when they are not on sale.

Recent studies continue to demonstrate that affordability is the most important consideration for today's shoppers, with 81 percent* of consumers stating that "affordable prices" are a key requirement from a grocery store.

"Research consistently tells us that customers are seeking lower prices, wherever they shop, particularly those hardworking families shopping on a budget," said Ian McLeod, President and CEO of Southeastern Grocers – home of BI-LO. "We are listening to our customers and helping them reduce the cost of the weekly shop by lowering the prices on over 1,000 items that three out of every four customers have bought in the last month."

"With reductions of up to 53 percent, and an average reduction of over 17 percent, the New Regular Pricing represents the new standard for BI-LO, with many of these items to be marked down even further when on sale," added Mr. McLeod.

New Regular Pricing will span across the store, in produce, dairy, bakery, meat, dry, frozen and home goods. See below for a sample list of commonly shopped items.

-more-

New Regular Price – Sample List				
Commonly Shopped Items	Old Price	New Price	Savings (\$)	Savings (%)
Land O'Lakes Butter	\$5.19	\$4.45	\$0.74	14%
Tide Original 64 Loads	\$15.99	\$12.50	\$3.49	22%
Aunt Jemima Syrup	\$3.89	\$3.15	\$0.74	19%
Breyers Vanilla Ice Cream	\$5.99	\$4.50	\$1.49	25%
Kraft Mayo	\$4.99	\$3.65	\$1.34	27%
Gatorade 8 Pack	\$6.99	\$5.70	\$1.29	18%
Ragù Mushroom/Peppers	\$2.49	\$1.85	\$0.64	26%
A1 Steak Sauce	\$3.69	\$3.15	\$0.54	15%
Velveeta Shells & Cheese	\$2.89	\$2.60	\$0.29	10%
Crest Mint Toothpaste	\$3.19	\$2.05	\$1.14	36%
TOTAL:	\$55.30	\$43.60	\$11.70	21%

BI-LO's New Regular Pricing can be easily pinpointed by shoppers via special tagging throughout the store this month.

**REGULAR PRICES DOWN ON
OVER 1,000 OF YOUR FAVORITES**



NEW REGULAR PRICE

About BI-LO

BI-LO, LLC is a subsidiary of Southeastern Grocers, which is the fifth-largest supermarket chain in the United States based on store count. Founded in 1961, BI-LO employs more than 15,000 associates who serve customers in approximately 182 grocery stores and 88 in-store pharmacies throughout the three southeastern states of Georgia, North Carolina and South Carolina. For more information, please visit www.bi-lo.com and www.segrocers.com.

-more-

About Southeastern Grocers

Southeastern Grocers, LLC, parent company and home of BI-LO, Harveys and Winn-Dixie grocery stores, is the fifth-largest supermarket chain in the U.S. and the second-largest supermarket in the Southeast based on store count. The company employs more than 66,000 associates who serve customers in approximately 756 grocery stores, 145 liquor stores and 504 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, please visit www.bi-lo.com, www.harveysupermarkets.com and www.winndixie.com.

*SOURCE: Jackman, Quantitative Research Share-out. January 2015.

###

For SEG interviews or images, contact:

Southeastern Grocers Media Line

904-370-6029

media@segrocers.com