



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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BI-LO adds a local favorite to store shelves

Columbia's own Mac's on Main World Famous Peach Cobbler now available at area BI-LO stores

COLUMBIA, S.C. (Nov. 18, 2014) — Just in time for the holidays, BI-LO has added a local favorite to its product selection with the recent introduction of Mac's on Main World Famous Peach Cobbler at six locations in the greater Columbia area.

Barry Walker, known in the community as “Chef Fatback,” and his wife Susan, are the masterminds behind the cherished cobbler, which originated in Columbia in 2002 as a family recipe and later became a staple in homes across the country.

“We are thrilled to offer our cobbler at grocery stores right in our own community,” Walker said. “While it has grown in popularity throughout the country, we got our start right here in Columbia, and we are very thankful to the community and to BI-LO for the support.”

BI-LO became aware that many shoppers wanted access to the popular cobbler and worked with the Walkers to get the product on BI-LO's store shelves.

“BI-LO aims to be as ingrained in local culture as possible, so incorporating a South Carolina favorite like Mac's on Main World Famous Peach Cobbler to our product offerings was an easy decision,” said Calvin Rash, BI-LO district director.

The decision aligns with the grocer's local diversity strategy, which seeks out homegrown products that resonate with the communities BI-LO serves.

Recently, the grocer has seen success with its “BI-LOcal” campaign, an initiative that invites local entrepreneurs to pitch their products to BI-LO's buying team in hopes of gaining placement on store shelves.

“At a time where specialty groceries are increasingly popular, we're seeing that our customers are interested in products that are created closer to home.” said Nicole Hatfield, BI-LO's senior manager of local business. “We are constantly doing our research and seeking out items that our communities have already embraced and want to see at our stores. Mac's on Main cobbler falls in that category.”

More

Customers can visit the following BI-LO locations to purchase Mac's on Main World Famous Peach Cobbler:

- BI-LO Store No. 5442 - 6021 St. Andrews Road, Columbia, S.C.
- BI-LO Store No. 5282 - 4464 Devine St., Columbia, S.C.
- BI-LO Store No. 5580 - 2916 Emanuel Church Road, West Columbia, S.C.
- BI-LO Store No. 5638 - 120 Forum Drive, Columbia, S.C.
- BI-LO Store No. 5759 - 4711-1 Forest Drive, Columbia, S.C.
- BI-LO Store No. 5526 - 7949 Broad River Road, Irmo, S.C.

For more information, visit www.bi-lo.com, or visit the BI-LO Facebook page for news on upcoming events in the community.

About BI-LO

BI-LO LLC is a subsidiary of Bi-Lo Holdings, which is the fifth-largest conventional supermarket in the United States based on store count. Founded in 1961, BI-LO employs nearly 19,000 associates who serve customers in approximately 222 grocery stores and 112 in-store pharmacies throughout the four southeastern states of Georgia, North Carolina, South Carolina and Tennessee. For more information, please visit www.bi-lo.com and www.biloholdings.com.

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