

FOR IMMEDIATE RELEASE

Southeastern Grocers Receives Eight First-Place Awards at 2018 National Pie Championship

Awards include first-place cross-category winning entry for Best New Product

JACKSONVILLE, Fla. (April 13, 2018) – Southeastern Grocers LLC, parent company of BI-LO, Fresco y Más, Harveys and Winn-Dixie grocery stores, was awarded eight first-place ribbons by the American Pie Council at the 2018 National Pie Championship, held in Orlando, Florida on April 6, 2018. The awards received were for sweet and savory varieties of the grocery stores' specialty pies available in the bakery and deli departments. The eight ribbons received represent the most National Pie Championship awards ever won by Southeastern Grocers.

For nine consecutive years, Southeastern Grocers has competed against top industry bakers across the United States and Canada to take home awards for pies at the national event. Southeastern Grocers placed first in the bakery categories below:

- 8" Fresh Baked Apple Pie, available for \$4
- 8" Apple Caramel Drizzle Pie, available for \$4
- 8" Fresh Baked Cherry Pie, available for \$4
- 8" Fresh Baked Guava Cream Pie, available for \$5
- No Sugar Added (NSA) Pecan Pie, available for \$8
- 10" Pumpkin Cream Cheese

This year, in addition to the traditional sweet pies, Southeastern Grocers also received first-place awards for two savory pies, including the most coveted award for "Best New Product" across all categories. The award-winning pot pies below are available in the deli department of stores:

- "Best New Product," Chicken Cordon Bleu Pot Pie, available for \$5
- Chicken Pot Pie, available for \$5

Anthony Hucker, President and CEO at Southeastern Grocers, said, "Southeastern Grocers is honored to be recognized by the American Pie Council for our fresh bakery and deli pies. We are proud to offer our customers award-winning products at an affordable price. Our customers can count on our stores to provide the best quality products, including our award winning sweet and savory specialty pies."

(more)

The American Pie Council is the leading authority of one of the nation's most popular desserts. Each year, a panel of judges at the American Pie Council evaluates various types of pies and recognizes the best in each category with ribbons. This marks the ninth consecutive year Southeastern Grocers has participated, and been recognized, for excellence by the council. With exceedingly strong competition each year, Southeastern Grocers continues to deliver award-winning products to the American Pie Council, receiving an impressive company record of eight ribbons at the 2018 championship.

Southeastern Grocers has a history of being honored for its premium products. In addition to this year's award-winning pies, over the past five years, the grocer has also received awards for Triple Layer Chocolate Cake, Prestige Ice Cream and other varieties of pie including Coconut Pie Single Serve, Wild Blueberry Streusel, Peach Pie and others. Being recognized by the American Pie Council echoes Southeastern Grocers commitment to quality.

Southeastern Grocers prides itself in offering customers throughout the Southeast the freshest products at great prices. All 2018 award-winning pie varieties are available for purchase at select BI-LO, Fresco y Más Harveys Supermarket and Winn-Dixie locations.

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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