

**FOR IMMEDIATE RELEASE**

**Southeastern Grocers Continues Rapid Expansion of Fresco y Más and Harveys Supermarkets Throughout Florida**

- Southeastern Grocers to open five new Fresco y Más stores in South Florida and three new Harveys Supermarkets in West Florida.
- 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, including a Dollar Zone, with More Savings. More Service. More For You.
- Harveys Supermarket is committed to Great Value and Great Prices – that’s a promise - customers will discover over 3,200 items lower in price across all 80 stores.

**JACKSONVILLE, Fla. (October 10, 2017)** – Today, Southeastern Grocers (SEG), parent company of BI-LO, Fresco y Más, Harveys Supermarket and Winn-Dixie stores, announced the continued expansion of its Fresco y Más and Harveys Supermarket banners, with eight new stores throughout Florida. SEG will open five new Fresco y Más stores in South Florida, and three new Harveys Supermarkets in West Florida, making the banners the fastest growing in the company.

The strategic conversion of Winn-Dixie stores to Fresco y Más and Harveys Supermarket locations emphasizes the company’s multi-format approach to their diverse retail footprint. By listening to customers and evaluating key consumer insights, SEG has personalized each banner to provide the shopping experience, products and services that meet the needs of the communities they operate in.

**Anthony Hucker, President and CEO of Southeastern Grocers said,** “The unprecedented success we have witnessed over the past year at our Fresco y Más and Harveys Supermarket banners is a clear indicator that we are providing localized shopping experiences that resonate with our customers. Rather than relying on one store model, we are entrenching ourselves in the communities we serve to better understand each unique landscape, and our customers’ shopping habits.”

“More than ever, we are committed to providing our customers with quality, service and value, and the overwhelming positive response from shoppers indicates we are earning their trust as we continue to unveil new Fresco y Más and Harveys Supermarket stores.”

As the company’s newest banner, Fresco y Más caters to an ever-growing Hispanic population, with the addition of amenities such as a full service Latin Butcher, authentic prepared foods, and Latin-style cafe. The new Harveys Supermarket stores will provide customers with a personalized shopping experience complete with products fit for their unique community that offer significant value and great prices every day.

Customers will soon be able to visit the following new banner locations:

**Fresco y Más to open five new locations on Thursday, November 2:**

- 1525 Coral Way, Miami, FL 33145
- 18801 SW 117<sup>th</sup> Ave., Miami, FL 33177
- 12107 SW 152<sup>nd</sup> St., Miami, FL 33177
- 18300 SW 137<sup>th</sup> Ave., Miami, FL 22177
- 27359 S Dixie Highway, Homestead, FL 33032

**Harveys Supermarket to open three new locations on Wednesday, November 8:**

- 2630 U.S. Highway 92, Lakeland, FL 33801
- 1305 Ariana St. W, Lakeland, FL 33803
- 7851 Palm River Road, Tampa, FL 33619

The first Fresco y Más location opened its doors on June 15, 2016 in Hialeah, Fla., providing customers an authentic Hispanic shopping experience with products and services that meet the needs of the community. The launch of five new locations will expand the banner to 23 stores throughout Miami-Dade, Broward, and Palm Beach counties.

The first Harveys Supermarket opened in Nashville, GA in 1924. With the addition of the three new stores in West Florida the banner will grow to a total of 80 Harveys Supermarkets locations in Florida, Georgia, South Carolina and North Carolina, the largest the chain has been in its history. Customers can visit [www.harveyssupermarkets.com](http://www.harveyssupermarkets.com) for individual store locations and hours of operation.

**About Southeastern Grocers**

Southeastern Grocers, LLC, parent company and home of BI-LO, Fresco y Más, Harveys 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](http://www.bi-lo.com), [www.frescoymas.com](http://www.frescoymas.com), [www.harveyssupermarkets.com](http://www.harveyssupermarkets.com) and [www.winndixie.com](http://www.winndixie.com).

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