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Southeastern Grocers Gets Real Retro with Soda

Celebrating more than half a century of private-label soda with launch of Chek Real Sugar in retro can

- The private-label soft drink brand has been a Southern favorite since 1965
- Chek Real Sugar has been reformulated to now be free from aspartame and high-fructose corn syrup
- With a retro can design, Chek Real Sugar is available in cola, strawberry, orange and grape
- Customers can sample Chek Real Sugar at BI-LO, Harveys and Winn-Dixie locations July 1-3

JACKSONVILLE, Fla. (June 30, 2016) – Consumers looking for a soft drink at a great value, without additives such as high-fructose corn syrup and aspartame, can now find it with the release of Chek Real Sugar. Select flavors of the private-label soft drink, exclusive to BI-LO, Harveys and Winn-Dixie stores, are now made with real sugar – just like the original recipe that debuted on grocery store shelves more than 50 years ago.

Chek soda has been a favorite soft drink among Southern customers since it was introduced in Winn-Dixie stores in 1965. To celebrate the milestone, the grocer is releasing this family favorite with retro can design and reformulated recipe using real sugar. History never looked – or tasted – so good.

A survey conducted by parent company Southeastern Grocers found that one-third of BI-LO, Harveys and Winn-Dixie customers revealed that most were looking to limit the consumption of additives and preferred soft drinks made with 100 percent real sugar.

“We’re excited to celebrate more than half a century of Chek soda and reintroduce our customers to a recipe similar to the original,” said Dewayne Rabon, Group Vice President of Grocery for Southeastern Grocers.

(more)



Added Rabon, "Our customers have told us they're looking to feed their families less artificial additives. Chek Real Sugar provides a sweetness that our customers will love, at a price they'll love even more."

Beginning today, shoppers can find Chek Real Sugar in a fun retro can, available in four favorite flavors, including cola, grape, orange and strawberry. These four Chek Real Sugar flavors will be sold in BI-LO, Harveys and Winn-Dixie stores for the same price as regular Chek soda. Customers can check the weekly ads for special prices on all varieties of Chek soda.

Customers are invited to sample Chek Real Sugar at BI-LO, Harveys and Winn-Dixie locations July 1-3 and are encouraged to post their thoughts to social media using the hashtag #ThrowBackaChek.

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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