The Winn-Dixie Company

PRESS RELEASE

FOR IMMEDIATE RELEASE

The Winn-Dixie Company and DLJ Produce team up to support the USO ahead of Veterans Day

Campaign will donate 5 cents for every pound of Razzle Dazzle Premium Grapes sold through Nov. 11

JACKSONVILLE, Fla. (Oct. 1, 2026) – The Winn-Dixie Company (TWDC) and DLJ Produce are teaming up to support the USO and the military service members and families who rely on its programs and resources. Now through Veterans Day, Nov. 11, TWDC, the Winn-Dixie Gives Foundation and DLJ Produce will donate 5 cents to the USO for every pound of participating Razzle Dazzle Premium Grapes sold at Winn-Dixie stores across Florida and southern Georgia, with donations totaling up to $50,000.

Participating Razzle Dazzle Premium Grapes include red (Razzle), green (Dazzle), black (Snazzle) and mixed seedless varieties (Razzle Dazzle), giving customers several options to choose from throughout the campaign.

Brooke Rice, Chief Merchandising Officer for The Winn-Dixie Company, said, "Military families are an important part of the hometown communities Winn-Dixie has proudly served for generations, and supporting them is one way we put our purpose into action. Together with DLJ Produce, we're giving our customers an opportunity to show their appreciation while helping the USO provide meaningful support to service members and their loved ones."

The USO supports America's active-duty, National Guard and Reserve service members and their families through programs and services that provide connection, comfort and assistance. Contributions from the campaign will help support services including food and care packages, military family programs and emergency response resources.

Bill Coombs, President of DLJ Produce, said, "We're proud to build on our partnership with Winn-Dixie and once again support the important work of the USO. This campaign demonstrates how something as simple as choosing fresh produce can add up to meaningful support for service members and their families, and it reflects the impact we can make when partners come together around a shared purpose."

TWDC has a longstanding commitment to military communities through charitable giving, local partnerships and community initiatives. That commitment includes its ongoing partnership with DLJ Produce, which generated a $50,000 donation to the USO through the 2025 Razzle Dazzle campaign. Building on that effort, TWDC and its foundation donated $100,000 to the USO earlier this year to help provide food assistance, family support services, emergency response resources and other programs for service members and their families across Florida and Georgia.

In recognition of Veterans Day, Winn-Dixie will also offer veterans and active-duty military members an 11% discount on Wednesday, Nov. 11, as a token of appreciation for their service. Customers can receive the discount by presenting a valid military ID or proof of service at checkout*.

Since 2018, TWDC and the Winn-Dixie Gives Foundation have contributed more than $8.4 million to organizations and initiatives supporting military service members and their families.

About The Winn-Dixie Company

The Winn-Dixie Company, based in Jacksonville, Florida, is a trusted hometown grocer with deep roots across Florida and southern Georgia. Building on more than a century of legacy, the company is shaping the future of neighborhood grocery through continued store investments, innovative formats and a seamless omnichannel experience that delivers exceptional value both in stores and online. Guided by its purpose to feed and enrich the communities it serves, The Winn-Dixie Company is known for exceptional service and locally authentic stores. The grocer is committed to offering fresh, high-quality products and meaningful value through its nationally recognized Winn-Dixie Rewards program and Own Brand products.

For more information and updates, visit WinnDixie.com and follow @WinnDixie on Facebook, Instagram and LinkedIn.

About Winn-Dixie Gives Foundation

Winn-Dixie Gives Foundation is the charitable arm of The Winn-Dixie Company, dedicated to fighting hunger, supporting disaster relief and strengthening the communities it serves across Florida and southern Georgia. Guided by the company's purpose to feed and enrich the communities it serves, Winn-Dixie Gives aligns giving with causes that provide nourishment and relief to those who need it most. Through charitable giving, volunteerism and trusted partnerships, the Foundation helps ensure families have access to nourishing food and meaningful support that creates stronger, more resilient communities.

Learn more about the Winn-Dixie Gives Foundation at WinnDixie.com/community.

About DLJ Produce

DLJ Produce is a leading provider of high-quality produce, committed to delivering fresh products and supporting the communities it serves. With a focus on sustainable practices and strong partnerships, DLJ aims to make a positive impact from farm to table around the globe.

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Must show a valid military ID to get 11% off purchase for active military, dependents and veterans. Excludes sales tax, alcohol, lottery tickets and gift cards. Valid on in-store purchases only. Excludes delivery. Offer valid 11/11/26 only. Excludes stores engaged in a pre-closing clearance sale. Additional exclusions apply. See WinnDixie.com/couponpolicy for a full list of exclusions.