

FOR IMMEDIATE RELEASE

The Winn-Dixie Company wins 18 national awards for private label innovation and customer experience

Grocer recognized nationally for excellence in product offerings and customer-focused initiatives

JACKSONVILLE, Fla. (May 11, 2026) – The Winn-Dixie Company recently earned 18 national awards highlighting the strength of its private label products and its ongoing focus on quality, innovation and value. These honors reinforce the grocer’s commitment to delivering trusted products, meaningful savings and a more seamless and convenient shopping experience.

Gayle Shields, Chief Merchandising and Marketing Officer for The Winn-Dixie Company, said, “We’re proud to see our private label portfolio and customer journey recognized on a national stage. These awards reflect the intentional work behind our products—from quality and innovation to everyday value—and our commitment to making shopping easier and more rewarding for our customers. It’s all part of how we continue to deliver on our promise to help families bring home more good.”

The Winn-Dixie Company recently received multiple [Game Changer awards](#) from Store Brands, a program recognizing standout innovation and impact across the private label industry. Among the award-winning products were Know & Love Crimson Tomato, Know & Love Tuna Pouches, SE Grocers Snack Nuts and Hickory Sweet Bacon, each recognized for delivering exceptional craftsmanship, flavor and everyday value. In addition to product recognition, the grocer earned a Game Changer Innovation Award for its Gratitude Month campaign, recognizing the creative approach to celebrating its customers and strengthening connections within the neighborhoods it serves. The grocer’s 60-day, community-focused initiative delivered immediate support through discounted family meals, charitable donations and store-level giving, helping customers navigate economic difficulties.

Further demonstrating strength across its private label portfolio, Progressive Grocer recognized Winn-Dixie with multiple [Editors’ Picks](#) distinctions. Winning products included Know & Love Pecans Praline, Prestige Piña Colada Sorbet, SE Grocers Place & Bake Cookie Dough in Chocolate Chip and Sugar varieties. These honors highlight products that stand out for taste, innovation and overall consumer appeal. The Winn-Dixie Company also earned top honors from the American Pie Council, receiving first-place awards for its 8-inch Caramel Chocolate Pecan Pie, 8-inch Caramel Apple Pie and 11-inch Apple Lattice Pie. The recognition reflects the grocer’s continued investment in bakery favorites that deliver homemade taste and dependable quality customers can trust.

In addition to product innovation, The Winn-Dixie Company was also recognized nationally for customer trust and overall shopping experience. USA Today recently named the grocer among the [Best Stores in America](#), [America’s Best Customer Service](#) and [America’s Best Loyalty and Rewards Programs](#). The grocer was also included in Newsweek’s lists [America’s Greatest Workplaces for Women](#) and [Most Trustworthy Companies in America](#).

With more than 100 years of legacy as a trusted hometown grocer, The Winn-Dixie Company proudly continues to evolve to meet the needs of its communities across Florida and southern Georgia—delivering award-winning quality, meaningful savings and a more modern shopping experience.

About The Winn-Dixie Company

The Winn-Dixie Company, based in Jacksonville, Florida, is a trusted neighborhood 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.

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

About Winn-Dixie

Founded in 1925, Winn-Dixie is a trusted neighborhood grocer serving communities across Florida and southern Georgia. A subsidiary of The Winn-Dixie Company, Winn-Dixie operates locally authentic neighborhood grocery and liquor stores, complemented by convenient online grocery delivery. To learn more, visit WinnDixie.com.

###

For interviews or images, contact:

Meredith Hurley

Senior Director, Communications and Community

(904) 370-6029

media@WinnDixie.com