



PRESS RELEASE

SOUTHEASTERN GROCERS | 8928 PROMINENCE PARKWAY, BLD. 200 | JACKSONVILLE, FL 32256 | (904) 783-5000

FOR IMMEDIATE RELEASE

Southeastern Grocers and DLJ Produce partner with USO to support military families ahead of Veterans Day
Commitment includes 5-cent donation for each pound of Razzle Dazzle Premium Grapes sold through Nov. 11

JACKSONVILLE, Fla. (Oct. 1, 2025) – Southeastern Grocers, LLC (SEG), parent company and home of Harveys Supermarket and Winn-Dixie grocery stores, together with the SEG Gives Foundation, is honoring America’s heroes in a meaningful way this fall. Through a partnership with DLJ Produce, SEG and its charitable arm will donate 5 cents to the USO for every pound of Razzle Dazzle Premium Grapes sold at Harveys Supermarket and Winn-Dixie stores across Florida, Georgia, Louisiana and Mississippi now through Veterans Day, Nov. 11, with a total contribution of up to \$50,000.

With more than 2.5 million veterans calling the Southeast home, the region represents one of the largest military populations in the country. This initiative will help the USO continue its mission of strengthening the well-being of service members and their families.

Dewayne Rabon, Chief Merchandising Officer for Southeastern Grocers, said, “Part of serving our communities means standing firmly with those who serve our country. This partnership gives our customers a simple yet powerful way to show their gratitude, turning the everyday act of buying fresh grapes into meaningful support for military families. Together, we can help strengthen the connections that matter most for the heroes who protect our freedoms.”

Available in red (Razzle), green (Dazzle), black (Snazzle) and mixed seedless varieties (Razzle Dazzle), Razzle Dazzle Premium Grapes deliver more than fresh, flavorful snacking; they offer a chance to make a difference.

Bill Coombs, President of DLJ Produce, said, “This partnership with Southeastern Grocers highlights our shared commitment to honoring those who serve. We’re proud to see our harvest become a source of nourishment and connection for the families who sacrifice so much. Every bunch sold is a small but meaningful way to say ‘thank you.’”

The USO supports America’s active duty, National Guard and Reserve service members, along with their families. Contributions raised through this initiative will help the USO continue its vital programs, which include care packages, military spouse and youth programs, entertainment and much more for those who serve.

This campaign builds on SEG’s long-standing commitment to the military community. Earlier this year, in partnership with the USO, the grocer hosted a heartfelt “surprise and delight” experience ahead of Mother’s

Day to recognize military moms and spouses, the unseen heroes who serve with strength and love behind the scenes. SEG has also honored veterans through community gatherings, including a Veterans Day breakfast in Jacksonville, the grocer's hometown and one of the largest concentrations of veterans in the country.¹ Additionally, SEG has contributed more than \$8.3 million to Folds of Honor since 2018, funding more than 1,660 educational scholarships for the children and spouses of fallen and disabled service members.

For more information about the program, visit dljproduce.com/charities. To learn more about the neighborhood grocers, visit harveyssupermarkets.com and winndixie.com.

About Southeastern Grocers

Southeastern Grocers, LLC (SEG), parent company and home of Harveys Supermarket and Winn-Dixie grocery stores, is an omnichannel retailer serving customers in brick-and-mortar grocery stores and liquor stores, as well as online with convenient grocery delivery throughout Alabama, Florida, Georgia, Louisiana and Mississippi. 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 a strong commitment to providing the best possible quality and value to customers. For more information, visit www.segrocers.com.

About SEG Gives Foundation

SEG Gives Foundation is the charitable arm of Southeastern Grocers, LLC (SEG), parent company of Harveys Supermarket and Winn-Dixie stores. The SEG Gives Foundation aligns giving with causes that are priorities to the communities SEG serves, including the fight against hunger, support for military service members and their families, relief to those affected by extreme weather and natural disasters and championing belonging, inclusion and diversity by combating social injustice to bridge the gap of inequities faced by many individuals, families and communities. Southeastern Grocers strives to be ingrained in its communities and, through the SEG Gives Foundation, better the lives of its customers and neighbors.

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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¹ According to the [Veterans Council of Duval County](#), more than 90,000 veterans were accounted for in the 2020 Census, making Duval County, Florida one of the largest veteran populations in any metropolitan area in the United States.