



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Southeastern Grocers pledges to donate more than 1 million meals to Feeding America® this month
Grocer continues long-standing partnership to help nourish neighbors during Hunger Action Month®

JACKSONVILLE, Fla. (Sept. 10, 2024) – Southeastern Grocers Inc. (SEG), parent company and home of Harveys Supermarket and Winn-Dixie grocery stores, together with the SEG Gives Foundation, is encouraging neighbors to join the mission to end hunger this Hunger Action Month by helping the neighborhood grocer to provide one million meals¹ to neighbors experiencing hunger.

SEG is pledging to donate \$1 to Feeding America for every download of the Harveys Supermarket or Winn-Dixie Rewards apps during the month of September, up to \$100,000. Every dollar helps provide 10 meals to families facing hunger in local communities. By downloading the app, neighbors can access the grocer's award-winning loyalty program with more savings on every grocery trip while also contributing to their communities.

With inflationary pressures still affecting people nationwide, SEG is dedicated to helping customers provide for their families by offering a variety of ways to save, including its Rewards program available online or through the mobile apps. Included in Newsweek's list of [America's Best Loyalty Programs 2024](#), the program provides customers with exclusive digital coupons, personalized rewards and points that can be redeemed for money off groceries.

Raymond Rhee, Chief People Officer for Southeastern Grocers, said, "We know that no one can thrive on an empty stomach, and at Southeastern Grocers, we are dedicated to working toward a future where families do not go hungry. As a local grocer, we believe it is our responsibility to nourish our communities and empower neighbors to live their happiest, healthiest lives. Through our long-standing partnership with Feeding America and our award-winning Rewards program, we are proudly taking action to ensure that access to wholesome food is within reach for neighbors across the Southeast."

Lauren Biedron, Senior Vice President of Corporate Partnerships at Feeding America, said, "As countless families worry about their next meal, every action—no matter how big or small—brings us closer to ending hunger together. We are grateful for the ongoing dedication of partners like Southeastern Grocers to help alleviate food insecurity and build a brighter tomorrow for our

¹ \$1 helps to provide at least 10 meals secured by Feeding America on behalf of local partner food banks.

communities. We look forward to continuing our partnership as we work together to help provide nourishment and hope this Hunger Action Month and beyond.”

SEG and the SEG Gives Foundation is also donating an additional \$70,000 to the following seven Feeding America partner food banks within its footprint, and the grocer will host seven mobile food pantry events throughout September in partnership with the local organizations. The events will distribute more than 105,000 pounds of fresh produce and shelf-stable products to thousands of individuals who are working hard to put enough food on the table:

- Community Food Bank of Central Alabama
- Feeding Northeast Florida
- Feeding South Florida
- Feeding Tampa Bay
- Feeding the Gulf Coast
- Second Harvest Food Bank of Central Florida
- Second Harvest Food Bank of Greater New Orleans and Acadiana

SEG is also hosting two additional events in tandem with community partners as part of its ongoing dedication to supporting communities within and beyond its stores. The grocer is proudly partnering with the Tom Coughlin Jay Fund and THE PLAYERS Championship to support 10 Jacksonville families tackling childhood cancer in recognition of both Hunger Action Month and National Childhood Cancer Awareness Month. SEG and Feeding Tampa Bay will close out Hunger Action Month by hosting a community meal to provide more than 70 seniors with a delicious and nutritious lunch at The Bistro. The Bistro, a concept by Trinity Cafe, is part of Feeding Tampa Bay’s new campus and offers hot meals and light bites to community members in need. SEG will donate the ingredients, serve the meal to neighbors and provide a bag to each attendee with the items needed to recreate the meal again at home.

Feeding America’s Hunger Action Month is held annually each September to raise awareness of the hunger crisis nationwide. According to the United States Department of Agriculture (USDA)², 1 in 7 people across the nation struggle with food insecurity.

SEG and the SEG Gives Foundation remain steadfast in their commitment to ensuring greater access to wholesome food to foster the health and happiness of communities throughout the Southeast. The grocer recently donated \$70,000 and 7,000 gallons of milk, 7,000 boxes of cereal and 7,000 bunches of bananas to seven Southeast food banks to help combat food insecurity among families during the summer months. In 2023, SEG proudly donated more than \$560,000 and 13 million pounds of food throughout the year to help support neighbors across its five-state footprint.

About Southeastern Grocers

Southeastern Grocers Inc. (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

² USDA, [Household Food Security in the United States in 2022](#)

liquor stores, as well as online with convenient grocery delivery and curbside pickup 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.harveyssupermarkets.com and www.winndixie.com.

About SEG Gives Foundation

SEG Gives Foundation is the charitable arm of Southeastern Grocers Inc. (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 Feeding America

Feeding America is committed to an America where no one is hungry. We support tens of millions of people who experience food insecurity to get the food and resources they say they need to thrive as part of a nationwide network of food banks, statewide food bank associations, food pantries and meal programs. We also invest in innovative solutions to increase equitable access to nutritious food, advocate for legislation that improves food security and work to address factors that impact food security, such as health, cost of living and employment. We partner with people experiencing food insecurity, policymakers, organizations, and supporters, united with them in a movement to end hunger. Visit FeedingAmerica.org to learn more.

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