

FOR IMMEDIATE RELEASE

Amazon and Winn-Dixie team up to bring more grocery options to customers in the greater Jacksonville and Orlando metropolitan areas

Amazon's grocery selection for customers expands with first-ever grocery partner collaboration in Florida

SEATTLE (Sept. 25, 2025) — Amazon today announced the expansion of its grocery offerings in Florida with the launch of Winn-Dixie, a beloved regional grocery chain, now available for grocery delivery on Amazon.com. Beginning today, customers in Jacksonville and Orlando, Florida, can shop Winn-Dixie's wide selection of grocery items on Amazon alongside Amazon's own selection of grocery and everyday household essentials.

This launch is another step in delivering increased choice, convenience and value to Amazon customers. Through this collaboration, customers in the greater Jacksonville and Orlando metropolitan areas will have access to Winn-Dixie's fresh produce, quality meats, private label brands, local favorites and specialty items delivered directly to their doorstep—all through a shopping and delivery experience they know and trust.

"We're always looking for ways to make grocery shopping easier, more convenient and meet evolving customer needs," said **Sophie Turrell, Director, U.S. Grocery Partnerships at Amazon**. "By bringing Winn-Dixie's selection to Amazon, we're giving customers in Jacksonville and Orlando more choice and flexibility in how they shop for groceries, all with the convenience of Amazon delivery."

"Our collaboration with Amazon marks an exciting milestone in expanding access to Winn-Dixie's high-quality, affordable groceries," said **Adam Kirk, Chief Customer and Digital Officer for Winn-Dixie's parent company, Southeastern Grocers**. "We're proud to offer fresh foods, local favorites and private label brands such as Essentials, SE Grocers, Prestige and Know & Love brand products – plus exclusive customer favorites like Chek soda to more homes throughout Jacksonville and Orlando, with the convenience and speed of Amazon's trusted delivery network."

Customers can shop for groceries from Winn-Dixie on Amazon by visiting amazon.com/winndixie or using the Amazon shopping app. This new offering includes over 16,000 items across multiple categories and available for grocery delivery to customers in the following cities and towns in Jacksonville and Orlando: Atlantic Beach, Fleming Island, Gotha, Intercession City, Kissimmee, Neptune Beach, Ocoee, Orange Park, Ponte Vedra, Ponte Vedra Beach, Saint Johns, Windermere and Winter Park.

For a limited time, both Prime members and customers without a Prime membership will enjoy free delivery on all Winn-Dixie orders over \$25 with convenient two-hour delivery windows. Winn-Dixie members can link their Winn-Dixie Rewards account with their Amazon account to earn 1 point for every \$2 spent on Winn-Dixie Amazon orders and redeem their points when shopping in store at Winn-Dixie.

This initiative reflects Winn-Dixie's continued commitment to delivering convenience and value, and builds on the grocer's collaboration with Amazon, which recently introduced self-service Amazon Return Kiosks at 20 Winn-Dixie stores across Duval, Clay, Nassau and St. Johns counties in the Jacksonville area. The program offers customers a convenient and hassle-free way to return eligible Amazon items during their grocery run—no box or label required. Bags and labels are provided at the kiosks.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.com/about and follow @AmazonNews.

About Winn-Dixie

Founded in 1925, Winn-Dixie grocery stores and liquor stores serve communities throughout five southeastern states – Alabama, Florida, Georgia, Louisiana and Mississippi. Winn-Dixie is a subsidiary of Southeastern Grocers, LLC (SEG), an omnichannel retailer serving customers in brick-and-mortar grocery stores and liquor stores, as well as online with convenient grocery delivery throughout the Southeast. For more information, please visit www.winndixie.com and www.segrocers.com.

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