

FOR IMMEDIATE RELEASE

Amazon and Winn-Dixie expand grocery delivery partnership, now reaching majority of Florida households

Partnership grows to serve Florida's largest metropolitan areas and surrounding communities

JACKSONVILLE, Fla. (April 14, 2026) – Amazon and Winn-Dixie today announced a major expansion of their grocery delivery partnership, further growing same-day delivery availability across Florida. Winn-Dixie grocery delivery on Amazon now reaches customers across the state's largest metropolitan areas, serving the majority of Florida households.

Winn-Dixie grocery delivery on Amazon is now available to customers throughout Florida, including Miami, Fort Lauderdale, West Palm Beach, Orlando, Tampa, St. Petersburg, Jacksonville, Tallahassee and Pensacola. Delivery also extends to surrounding neighborhoods and nearby communities throughout each area, making it easier for customers to shop Winn-Dixie whether they live close to a store or across town. Customers in participating areas can shop more than 15,000 Winn-Dixie grocery items on Amazon—from ripe Florida produce and fresh seafood to Winn-Dixie's popular SE Grocers, Prestige and Know & Love Own Brand private label products—all delivered directly to their doorstep.

The expansion throughout Florida demonstrates strong momentum for a collaboration that began in September 2025. Since launching in the Jacksonville and Orlando regions several months ago, Winn-Dixie grocery delivery on Amazon now reaches customers across Florida's largest metropolitan areas with fast, flexible delivery.

Sophie Turrell, Director, U.S. Grocery Partnerships at Amazon, said, “Since launching in Jacksonville and Orlando last fall, we’ve seen how much customers value the combination of Winn-Dixie’s trusted selection with Amazon’s convenient delivery. More Florida customers have been asking for the ability to shop their favorite local grocery store through Amazon, and we’re thrilled to deliver on that request. This expansion demonstrates our commitment to growing partnerships that customers love and bringing more local grocery favorites to more Florida families.”

Gayle Shields, Chief Merchandising and Marketing Officer for The Winn-Dixie Company, said, “Winn-Dixie is a trusted hometown grocer that Floridians have relied on for generations, and this expansion allows us to serve even more families with the fresh, quality products and everyday value they expect. Building on our initial launch, we’re now reaching the majority of Florida households—bringing added convenience and more savings to customers across the state.”

Customers can shop Winn-Dixie and check delivery availability in their area by visiting amazon.com/winndixie or using the Amazon shopping app.

For a limited time, both Prime members and customers without a Prime membership can enjoy free delivery on all Winn-Dixie orders over \$25 with convenient two-hour delivery windows. Winn-Dixie Rewards members can also link their Rewards account with their Amazon account to earn Rewards value on each purchase that can be redeemed for dollars off future in-store purchases at Winn-Dixie.

This rapid expansion—from just Jacksonville and Orlando to the majority of Florida in just seven months—reflects both strong customer adoption and Winn-Dixie's continued commitment to meeting Florida shoppers where they are. As a trusted regional grocer with more than a century of service in Florida, Winn-Dixie is leveraging this partnership with Amazon to reach even more customers who value convenience without sacrificing the quality and selection they expect from their neighborhood store.

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.

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.

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For interviews or images, contact:

Meredith Hurley

Senior Director, Communications and Community

(904) 370-6029

media@WinnDixie.com