

FOR IMMEDIATE RELEASE

Southeastern Grocers feeds the spirit of Thanksgiving by donating 7,000 turkeys to neighbors experiencing hunger

Grocer invites customers to join in the season of giving through in-store donation program

JACKSONVILLE, Fla. (Nov. 20, 2024) – Southeastern Grocers Inc. (SEG), parent company and home of Harveys Supermarket and Winn-Dixie grocery stores, together with the SEG Gives Foundation, is kicking off the season of giving by donating Thanksgiving meals to 7,000 individuals and families experiencing hunger across the Southeast. The grocer invites customers to join in the spirit of giving by donating \$1, \$5 or rounding up their grocery bills at the register or by participating in the grocer’s “buy one, give one” initiative – where customers are encouraged to donate a shelf-stable item at checkout – to help ensure neighbors experiencing hunger can enjoy a warm holiday meal this season.

More than 47 million people in the U.S. face hunger, including 1 in 5 children, [according to Feeding America®](#). To help minimize food insecurity around the holidays, the grocer is collaborating with more than 20 local food banks and community partners across its five-state footprint to provide 7,000 turkeys and holiday sides to neighbors who may be facing hunger. The grocer’s partners include:

- Belforest and Loxley Elementary Schools
- Brighter Bites
- Community Food Bank of Central Alabama
- Community Rehabilitation Center Inc.
- Ed Reed Foundation
- Feeding Northeast Florida
- Feeding South Florida
- Feeding Tampa Bay
- Feeding the Gulf Coast
- First Coast YMCA
- Get Cooking – Orlando
- Grace Community Food Pantry – Team Feed Flagler
- MaliVai Washington Youth Foundation
- Mobile Police Department
- Mount Vernon Missionary Baptist Church
- Revitalize Arlington Inc.
- Second Harvest Food Bank of Central Florida
- Second Harvest Food Bank of Greater New Orleans and Acadiana
- True Destiny Ministry Church
- Tyndall Air Force Base
- USO Northwest Florida

Raymond Rhee, Chief People Officer for Southeastern Grocers, said, “As the holiday season approaches, we’re reminded of our shared responsibility to ensure no family faces the uncertainty of an empty table. We are deeply thankful for our generous partners and customers, who are joining us to provide warm, nourishing Thanksgiving meals for our neighbors in need. Together, we’re providing hope, compassion and a moment of comfort during this meaningful time of the year.”

Now through Dec. 17, the grocer invites customers to embrace the season of giving by donating \$1, \$5 or simply rounding up their grocery bill at the register while shopping at local Harveys Supermarket or Winn-Dixie stores. Customers can also join in the “buy one, give one” initiative by taking advantage of the grocer’s many BOGO items and donating one of the items at checkout for a neighbor who may be experiencing hunger this holiday season. Every contribution will support Feeding America’s mission to end hunger.

Lauren Biedron, Senior Vice President of Corporate Partnerships at Feeding America, said, “The holidays are a time to nourish traditions, celebrate, and share meals with our loved ones, yet 47.4 million people in America face hunger, even during the holidays. Feeding America appreciates Southeastern Grocers’ ongoing commitment to supporting families. Their partnership helps ensure that everyone has access to nourishing meals and the connections that bring us together during the holiday season.”

This holiday season, Harveys Supermarket and Winn-Dixie is committed to helping customers save more. With exclusive in-store promotions, a savings-packed Rewards program with personalized percentage back offers, and its seasonal discount program, Price Hold, the neighborhood grocer is here to make holiday shopping budget-friendly and hassle-free for all. For additional convenience, customers can order their feast, plus more, with grocery delivery and curbside pickup at select locations. Visit shop.harveyssupermarkets.com/thanksgiving or shop.winndixie.com/thanksgiving to order online and gather the same savings benefits of shopping in-store deals and promotions.

Now through Dec. 24, the grocer is offering a holiday meal deal for \$39.99 that feeds three to five people to help customers easily plan their holiday feast at a winning price. The meal includes a chef-carved ham or ready-to-carve turkey breast, a 12-pack of rolls and your choice of four sides, with options for homestyle or cornbread stuffing, green bean casserole, mashed sweet potatoes, mashed potatoes or gravy. Customers can simply look for the holiday meal display in the deli department of their neighborhood store for stress-free entertaining.

All Harveys Supermarket and Winn-Dixie grocery and liquor stores will be closed Thanksgiving Day to give associates a well-deserved day of rest with family and friends as a thank you for their diligent work and compassion displayed for their communities this year. All stores will close as normal Wednesday, Nov. 27 and reopen for regular business hours Friday, Nov. 29.

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 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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