



PRESS RELEASE

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

FOR IMMEDIATE RELEASE

Southeastern Grocers takes action to support families in need this Gratitude Month
*Winn-Dixie and Harveys Supermarket unite communities through purpose-driven relief programs
and \$100,000 donation to Feeding America®*

JACKSONVILLE, Fla. (Oct. 31, 2025) – Southeastern Grocers, LLC (SEG), parent company and home of Winn-Dixie and Harveys Supermarket, is taking immediate, compassionate action to ensure neighbors facing hunger have access to the food they need to thrive. This Gratitude Month, SEG and the SEG Gives Foundation are donating \$100,000 in urgent support to Feeding America® to help provide more than 1 million meals¹ to families in need – reinforcing the grocer’s enduring purpose to empower, feed and enrich the communities it serves.

To strengthen its impact, Winn-Dixie and Harveys Supermarket are launching an in-store donation program beginning Nov. 1, inviting customers who are able to join a community-wide effort to end hunger by donating \$1, \$5 or rounding up their grocery total at checkout to help local food banks nourish families in need. Every contribution directly supports Feeding America and Feeding America partner food banks, which continue to work tirelessly assisting neighbors affected by the growing pressures of food insecurity and increasing costs.

Anthony Hucker, Chairman and CEO of Southeastern Grocers, said, “As a grocer, it’s our noble calling to feed communities – a simple, yet powerful responsibility we embrace with purpose and pride. Food is one of our most basic needs, but it’s also where connection happens. It’s how we gather, celebrate and care for one another. For a century, we’ve stood shoulder to shoulder with our neighbors through moments of joy and hardship, and we stand with them now. As we recognize National Gratitude Month, we’re turning gratitude into purposeful action – ensuring families have food on their tables today and hope for tomorrow.”

According to Feeding America, more than 47 million people – including 1 in 5 children – in the U.S. experience food insecurity. The crisis is especially severe in the South, which represents less than half of all U.S. counties, but accounts for 86% of those with the highest food insecurity rates – where at least 20% of residents lack access to enough food.² Food banks are experiencing heightened demand as they work to fill the gap for families who rely on this critical lifeline. The growing need underscores the importance of strong community partnerships and swift, purposeful action to help keep food on every table.

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

² Feeding America Map the Meal Gap: [A Report on Local Food Insecurity and Food Costs in the United States in 2023](#)

Purpose in action: Offers that make a difference

In addition to supporting Feeding America, SEG is introducing special offers and associate initiatives to provide immediate relief during this time of critical need.

- **Nourishing families, one meal at a time:** From Nov. 5–30, Winn-Dixie and Harveys Supermarket are offering a Family Meal Deal for Rewards customers, helping families enjoy a hearty, affordable meal together during this time of financial uncertainty. Available for just \$14.99 (regularly up to \$26.45), customers can choose from a 10-piece fried chicken, 10-piece baked chicken or four leg quarters meal – each served with six biscuits and three SE Grocers prepackaged 1-pound deli sides of their choice, including coleslaw, baked beans, macaroni salad or potato salad. For the savings to apply, all five items must be included in the same transaction, and the customer must be enrolled in Winn-Dixie Rewards or Harveys Supermarket Rewards. Limit one meal deal per transaction.
- **Convenience that cares:** To further support customers, SNAP recipients can receive free delivery and no service fees when shopping Winn-Dixie through DoorDash³, helping families stretch their grocery budgets when it matters most. The offer is valid Nov. 1–30 and may be used once per customer.
- **Local giving, lasting impact:** Additionally, SEG will issue a store credit to every Winn-Dixie and Harveys Supermarket, empowering teams to give back directly within their communities. Each store will donate \$500 in products or gift cards to a local hunger-relief organization of their choice, reflecting SEG's belief that small acts of generosity, multiplied across hundreds of communities, create meaningful impact.

A continued legacy of purposeful giving

SEG's partnership with Feeding America reflects a long-standing and growing commitment to hunger relief. Earlier this year, Winn-Dixie reinforced its year-round efforts with a \$100,000 donation to five Boys & Girls Clubs chapters across the Southeast, providing lunches, snacks and take-home meals for children and families. In September, the grocer marked Hunger Action Month[®] with a \$200,000 donation – \$100,000 to Feeding America and an additional \$100,000 in product donations to seven Feeding America partner food banks.

Most recently, the grocer's charitable arm, the SEG Gives Foundation, awarded \$400,000 through the 2025 Romay Davis Belonging, Inclusion and Diversity Grant, supporting 40 nonprofits, including Boys & Girls Clubs, Brighter Bites, Concrete Jungle, The Soup Kitchen, Our Daily Bread Food Pantry and others working to feed children and families in need.

SEG remains deeply rooted in its purpose to empower, feed and enrich. Inside its Winn-Dixie and Harveys Supermarkets, and throughout the communities it serves, SEG continues to combine immediate action with lasting partnerships that strengthen access to healthy food. The grocer stands beside its neighbors, helping families thrive and ensuring every table is filled with food and hope.

³ Customers receive \$0 delivery fee and \$0 service fee on one order placed at select SNAP-enabled stores on DoorDash. Offer valid from 11/01/25 through 11/30/25. Eligible customers will need to use promo code SNAPDD to redeem. Limit one per person. This offer is not valid for orders containing alcohol. Other fees may apply, including a Regulatory Response Fee in select locations. Government-required fees and taxes still apply. Only available to users who have added a valid SNAP/EBT card to their DoorDash account by the time of purchase. DoorDash reserves the right to modify, cancel, or terminate this offer at any time without notice. See further terms and conditions at <https://drd.sh/8ONpZP/>.

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. 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 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.

###

For SEG interviews or images contact:

Meredith Hurley

Senior Director, Communications and Community

(904) 370-6029

media@segrocers.com