



## Food Lion Feeds Launches Specially-Marked Bagged Apples to Help Provide 1 Million Meals to Families in Need

September 11, 2019

*For Every Bag Purchased In-Store Sept. 11 through Oct. 1, Food Lion Feeds Will Donate Five Meals to Feeding America® member food banks*

### Public Company Information: OTCQX: ADRNY

SALISBURY, N.C.--([BUSINESS WIRE](#))--Food Lion is partnering with its customers to help end hunger by offering specially-marked Food Lion Feeds bagged apples for sale in its stores starting today, September 11, 2019. In its sixth year, the bagged apple campaign will help nourish families and their neighbors in need by helping provide more than 1 million meals\* to end hunger in local communities across Food Lion's 10-state footprint.

With the sale of each bag through Oct. 1, or while supplies last, Food Lion Feeds will donate five meals\* to local food banks in partnership with Feeding America®. The number of meals donated to each food bank will be based on the number of participating bagged apples sold in each food bank's service area. The bags will maintain an MVP sale price of \$2.99 throughout the campaign.

Through Food Lion Feeds, Food Lion is working to create a better tomorrow by uniting with customers and partners to help eliminate the difficult choices many families are forced to make when they are struggling with hunger. Since 2014, customers have helped donate more than eight million meals\*\* through the sale of the specially marked apples. This year's bagged apples are anticipated to help provide more than 1 million meals.

"This gala apple bag campaign is one of the many ways that our customers can help to nourish our neighbors in need and set them up for success," said Emma Inman, director of External Communications and Community Relations at Food Lion. "Additionally, this campaign is a reminder that fresh, nutritious food is a critical component for food banks to fight hunger in the towns and cities we both serve. We look forward to joining with our customers to help nourish our neighbors in need through this year's apple bag campaign."

Through Food Lion Feeds, the company has made a commitment to provide 1 billion more meals\*\*\* to individuals and families in need by the end of 2025.

\*\$1 helps provide at least 10 meals secured by Feeding America on behalf of local member food banks. Through the apple bag campaign, \$0.50 (monetary equivalent of 5 meals) from each bag purchase will be donated to Feeding America member food banks. Food Lion guarantees a minimum donation of \$100,000 (monetary equivalent of 1 million meals.). For more information, visit [www.foodlion.com/feeds](http://www.foodlion.com/feeds).

\*\*The 8 million meal equivalent includes financial donations raised by Food Lion via the Apple Bag Campaign between September 2014—October 2017 using the following calculations: 2014: \$1 helps provide at least 10 meals; 2015: \$1 helps provide at least 11 meals; 2016: \$1 helps provide at least 11 meals; 2017 \$1 helps provide at least 11 meals; 2018 \$1 helps provide at least 10 meals.

\*\*\*One billion more meals will be provided through a combination of product, financial and equipment donations; disaster relief and recovery efforts; volunteer events; in-store retail campaigns; Food Lion Feeds' retail food rescue program; and other sources.

### About Food Lion

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,000 stores in 10 Southeastern and Mid-Atlantic states and employs more than 63,000 associates. By leveraging its longstanding heritage of low prices and convenient locations, Food Lion is working to own the easiest full shop grocery experience in the Southeast, anchored by a strong commitment to affordability, freshness and the communities it serves. Through Food Lion Feeds, the company has donated more than 500 million meals to individuals and families since 2014, and has committed to donate 1 billion more meals by 2025. Food Lion is a company of Ahold Delhaize USA, the U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit [www.foodlion.com](http://www.foodlion.com).

### About Feeding America

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit [www.feedingamerica.org](http://www.feedingamerica.org), find us on [Facebook](#) or follow us on [Twitter](#).

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