



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

March 5, 2019

For Every Bag Purchased In-Store March 6 through March 26, 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 oranges for sale in its stores starting March 6, 2019. In its first year, the bagged orange 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 March 26, 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 oranges sold in each food bank's service area. The bags will maintain an MVP sale price of \$2.99 throughout the campaign.

"At Food Lion, we believe no one should have to choose between dinner and paying rent or gasoline and buying groceries," said Emma Inman, director of External Communications and Community Relations at Food Lion. "This new orange 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."

Through Food Lion Feeds, the company has made a commitment to help provide 500 million meals to individuals and families in need by the end of 2020.

"We are grateful to Food Lion for its long-standing commitment to helping families in need," said Nancy Curby, Senior Vice President, Corporate Partnerships at Feeding America. "Millions of people face hunger in America. Through Food Lion's bagged orange campaign, everyone has the opportunity to join the fight to end hunger."

*\$1 helps provide at least 10 meals secured by Feeding America® on behalf of local member food banks. Through the orange bag campaign, \$0.50 (monetary equivalent of 5 meals) from each bag purchase will be donated to Feeding America and member food banks. Food Lion guarantees a minimum donation of \$100,000 (monetary equivalent of 1 million meals.) from March 6 – 26, 2019. For more information, visit www.foodlion.com/feeds.

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 committed to provide 500 million meals to individuals and families in need by the end of 2020. 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.

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, find us on Facebook or follow us on Twitter.

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