



Food Lion to Unveil New, Easier Shopping Experience with Completion of \$91.7 Million Investment in 63 Greater Roanoke-Area Stores

October 9, 2018

Grand Re-Openings Wednesday, Oct. 10: First 100 Customers Receive Gift Cards Valued Up to \$250

Public Company Information:

OTCQX: ADRNY

SALISBURY, N.C.--([BUSINESS WIRE](#))--Food Lion will continue its commitment to greater Roanoke, Va., customers on Wednesday, Oct. 10, unveiling a new, easier shopping experience.

The company made a significant \$91.7 million capital investment in its 63 area stores this year, which includes remodeling the stores, hiring nearly 2,000 additional associates to better serve customers and giving back to local communities by donating two mobile food trucks to area food banks to nourish local families in need.

"Roanoke is very special to Food Lion," said Meg Ham, president of Food Lion. "We've been part of the fabric of this community for 40 years opening our first store in Martinsville, Va. A lot has changed since we opened our first store in this market. We've created a new grocery shopping experience through the significant investments in our stores, customers, associates and communities. From our expanded variety and product assortment, newly reorganized stores, new signage to a more efficient check-out experience, every change we've made will make it easier for our customers to find fresh, quality products at affordable prices every day."

Each store will open to the public at 8 a.m. on Oct. 10, following a 7:45 a.m. ribbon-cutting ceremony. As part of the celebration, the first 100 customers in line will receive a free thermal tote bag and mystery gift card valued between \$10 and \$250. Later that afternoon at 5 p.m., the first 100 customers will get a free Food Lion branded bamboo cutting board.

Among the changes customers will see:

- Expanded variety and assortment across departments relevant to our customers in each store, such as more locally produced items in our "Local Goodness" section, an expanded variety of craft beer, limited reserve wines, and more natural, organic and gluten-free items;
- An abundant selection of fresh produce and meat backed by Food Lion's double-your-money-back guarantee and a selection of Nature's Place beef and other items;
- Select stores will also offer hand-battered chicken, in-store cut fruit and vegetables;
- A greater selection of easy and affordable complete meals for families and a wider variety of grab-and-go items and pre-sliced deli meats and cheeses, which are sliced fresh daily and available for customers to pick up without waiting in line.
- Fully-remodeled stores featuring new signage and groupings of like products, to make it easier to locate items faster;
- A more efficient checkout process, making it easier to get in, out, and on your-way;
- Improved quality and freshness of products throughout the store;
- Low prices on thousands of items across all departments;

Thirteen of the 63 stores also feature walk-in garden coolers designed to keep produce fresher longer. Those coolers are in the following towns and cities, [click here](#). Twelve stores in the market now include a wing bar assortment for customers looking for hot, quick meal solutions.

"We not only invested in our stores, we also invested in promoting great associates and hiring promising new talent," added Ham. "It's also why, as part of our grand re-opening celebrations, we're partnering with the Feeding America of Southwest Virginia and the Blue Ridge Area Food Bank to help end hunger in the towns and cities we serve. We will donate two new mobile food trucks to both food banks so they can nourish hungry families with fresh items. Giving back to our communities is something we're just as passionate about as serving our customers every day in our stores."

With the completion of this market, Food Lion has remodeled 712 of its 1,030 stores in the last four years. The company also just completed renovating 105 stores in the greater Norfolk market just in August. Food Lion will continue to make enhancements to create a better shopping experience for customers across all stores and remodel additional stores in other markets.

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 Delhaize America, a U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit www.foodlion.com.

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