



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

September 12, 2018

*For Every Bag Purchased In-Store Sept. 12 through Oct. 2, Grocer Will Donate Five Meals to Local Food Banks in Partnership with Feeding America®*

### Public Company Information:

OTCQX: ADRNY

SALISBURY, N.C.--([BUSINESS WIRE](#))--Food Lion is partnering with its customers to help end hunger by launching specially-marked Food Lion Feeds bagged apples for sale in its stores today. In its fifth year, the bagged apple campaign will help provide more than 1 million meals\* to families facing hunger in local communities across the grocer's 10-state footprint.

With the sale of each bag through Oct. 2, or while supplies last, Food Lion Feeds will donate five meals\* to local food banks in partnership with Feeding America®. 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 seven 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.

Through Food Lion Feeds, the company has made a commitment to provide 500 million meals to individuals and families in need by the end of 2020. Since the launch of Food Lion Feeds in 2014, the grocer has donated more than 402 million meals through in-store campaigns, in-store food rescue programs and associate volunteerism.

\* \$1 helps provide 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 and 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).

\*\* 7 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=10 meals; 2015: \$1=11 meals; 2016: \$1=11 meals; 2017 \$1=11 meals.

### 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](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. For more information, visit [www.feedingamerica.org](http://www.feedingamerica.org).

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