



Food Lion Marks 60th Anniversary with In-Store Celebrations and Time Capsule Ceremony at Corporate Headquarters on Dec. 12

December 11, 2017

Grocer Offers MVP Customers Opportunity to Win Gift Cards, 60 Percent off Purchase at its Stores

Public Company Information:

OTCQX: ADRNY

SALISBURY, N.C.--([BUSINESS WIRE](#))--On Dec. 12, [Food Lion](#) will celebrate 60 years of nourishing the communities it serves. To commemorate this important milestone and preserve its rich heritage, the company will randomly select customers to win 60 percent off their purchase at each of its more than 1,000 locations, as well as provide shoppers a chance to win \$10 gift cards. The company will also hold a time capsule ceremony, complete with mementos submitted by stores across its 10-state footprint, at its corporate headquarters in Salisbury, N.C., at 11 a.m.

"It is an honor to celebrate 60 years of low prices, fresh products and community involvement with our company today," said Food Lion President Meg Ham. "The reason Food Lion is still a proud partner in each of the towns and cities we serve is a strong testament to our loyal customers, who choose to shop with us, and to each of our associates, who take pride in serving them and showing them how much we care every day."

On Dec. 12, four lucky MVP shoppers at each Food Lion store will instantly win a 60 percent discount when they shop with their personal MVP card. The discount will be instantly deducted at checkout. Additionally, beginning at 1 p.m. and at the top of each subsequent hour, the first customer to correctly answer the trivia question announced in the store will win a \$10 Food Lion gift card. And, associates are joining in the celebration. Each location will commemorate the anniversary while sharing memories with their store teams.

Food Lion also partnered with its local communities to hold multiple events throughout the year in honor of its 60th anniversary. The company remodeled and restocked 60 food pantries for 60 years as part of [The Great Pantry Makeover™](#) in 2017. Food Lion donated more than 2.5 million meals and 2,000 volunteer hours through this campaign, which serves as its largest annual associate volunteer initiative. Additionally, in September, leaders and associates joined together to [set a GUINNESS WORLD RECORDS™ Title](#) for the *Most Bagged Lunches Assembled in One Hour*. All of the 10,320 lunches were donated to local schools and food banks in the Hot Springs, Va., market, where the event took place. Finally, in October, the company held its inaugural [6K Lion's Run](#) which started and ended at the site of Food Lion Store 1 in its hometown of Salisbury, N.C., raising 250,000 meals with all proceeds benefitting Rowan Helping Ministries in Salisbury, N.C., and Second Harvest Food Bank of Metrolina in Charlotte, N.C.

To learn more about Food Lion's rich history and the associates, past and present, which have made the company what it is today, view a digital copy of Food Lion's 60th anniversary book [A Neighbor to Count On](#).

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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