



FOR IMMEDIATE RELEASE

*News media contact:*

Scott Carpenter

336.722.9660 or [scott@capturevalue.com](mailto:scott@capturevalue.com)

### **Lowes Foods' Offers Local Products in The Carolina Cheer Box for the Holidays**

WINSTON-SALEM, N.C. (DECEMBER 1, 2016) – Thinking about holidays gifts? Think local. Select Lowes Foods stores are offering special gifts of local products packaged together as The Carolina Cheer Boxes during the holiday season. The Cheer Boxes are available at the Myrtle Beach Lowes Foods store located at 215 Fresh Drive.

The Cheer Boxes feature local products from the Carolinas including Carolina Mix Popcorn from Greensboro's Chad's Carolina Corn, Ginger Spice Moravian Cookies from Winston-Salem's Salem Baking Company, Blackberry Jelly from Reidsville's Fogwood Food, Lemon Buds from Nashville's Butterfields, Low Country Boil Peanuts from Hartsville's (South Carolina) Gillespie's Peanuts, Red Bird Mints from Lexington's (North Carolina) Piedmont Candy Company and Honey from Pickens' (South Carolina) Bee Well Honey Farm & Supply.

"We introduced the Cheer Boxes in limited supplies last year, and they quickly became a popular item among our customers," Lowes Foods' senior vice president brand strategy Heather George said. "Our Cheer Boxes are hand-curated and feature some wonderful local products from North and South Carolina. They're an easy, thoughtful gift for anyone and come in a one-size-fits-all box filled with joy and good eating. We've even included the 'To, From' tag on top of the box for ease."

Lowes Foods' Carolina Cheer Boxes retail for \$24.99 and are available only while supplies last. In addition to Myrtle Beach, Lowes Foods is offering Cheer Boxes at select stores in the Piedmont Triad, Harrisburg, Jacksonville, Knightdale, Mooresville, Pinehurst, Raleigh, Hickory, Southern Pines, Wake Forest, North Carolina and Greer, South Carolina.

#### **About Lowes Foods**

Founded in 1954, Lowes Foods employs approximately 9,000 people and operates nearly 100 full-service supermarkets in North Carolina, South Carolina and Virginia. Locally owned and operated, Lowes Foods is truly a homegrown company committed to bringing community back to the table, by providing customers with the freshest and most innovative local products from local suppliers. The company maintains a strong focus on exceptional attention to our guests, with services like Lowes Foods-To-Go personal shopping and gas rewards discounts. To learn more, visit [lowesfoods.com](http://lowesfoods.com) or follow Lowes Foods on Facebook or Twitter. Lowes Foods, LLC is a wholly owned subsidiary of Alex Lee, Inc.

#### **About Alex Lee, Inc.**

Founded in 1931, Alex Lee is a family-owned and operated company that employs approximately 10,000 people. It serves as the parent company of Merchants Distributors, LLC, which provides full-service, wholesale distribution to supermarkets. In addition, Alex Lee is the parent company of Lowes Foods, which includes nearly 100 full-service grocery stores in North Carolina, South Carolina and Virginia, as well as Just Save food stores in North Carolina. Alex Lee, Inc. is based in Hickory, NC.

For more information, please visit [alexlee.com](http://alexlee.com).

###